



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. BOWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX.

NEW YORK, APRIL 21, 1897.

No. 3.

BOOKS

OPEN TO ALL.

ADVERTISER

AND READER

Both are looked after by the

## PHILADELPHIA RECORD

When a rush of advertising occurs the usual size of the paper is enlarged. The reader is never deprived of the news—and in doing this the Advertiser is the gainer, too, for his card is always sure of being on a page with sufficient reading matter to make that particular page interesting to the reader.

For terms address . . . .

THE RECORD PUBLISHING COMPANY, Philadelphia.

Average Circulation in 1896:

Daily Edition, 170,402

Sunday " 124,234



## Send for Our New Catalogue

of the Atlantic Coast Lists if you are thinking of  
**HOW** best to secure the trade of the country people.

It is brimful of information bearing upon this point.

A half hour can be profitably and pleasurably spent scanning its sixty-four pages. It costs you nothing and may save you quite a sum. But don't ask for it except you want to communicate with the country people of the New England, Middle and Atlantic Slope States, as catalogues are expensive, as are postage stamps to carry them.

**ATLANTIC COAST LISTS, 134 Leonard St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX.

NEW YORK, APRIL 21, 1897.

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## ADVERTISING FOR THE SUMMER BOARDER.

*By Joel Benton.*

The approach of spring, which, as Tennyson says, makes the young man's fancy run to thoughts of love, starts in the mind of the city resident thoughts of his summer boarding place. This annual hegira to the country has, indeed, become a great modern institution or phenomenon, and when the statistics of its extent are seen and considered, the business interests which are connected with it will be found worth very serious attention.

When life was not so hotly lived as it is now—and in former generations—the summer or country outing was only observed by a few who were people of wealth. Very few, too, were the places to which they went—Saratoga, Ballston and Newport taking the easy lead. There were but few other places visited, and fifty years ago one of these—which, curious to say, was select, fashionable, and very different from the conglomeration of things which its name now suggests—was Coney Island.

To-day the people who leave the cities and large towns for a period or a summer in the country are made up of all classes except the very poor, and they go now to every considerable picturesque town or nook, as well as to the great watering places.

I heard two or three years ago that, according to a fair estimate, something like sixty thousand people who are summer-outers were to be found each summer in the Catskills, and, of course, the portion which patronized the very large and smart hotels was very small. The most of the boarders patronized the farm boarding-house, and quite a number either boarded or cottaged (if that word is allowable) at such places as Ontiora and Twilight Park. In more than one town in Massachusetts and New Hampshire the whole farming business now is simply promoting and happifying the summer boarder.

In Maine, too this business is intense and overwhelming, so that the millions of dollars which I have seen it said flowed yearly into that State from the city boarder and city resider would seem incredible if I should give it in actual figures.

Considering all these facts, and the further fact that numberless towns where summer boarders rarely if ever go might just as well secure some of the income that these birds of passage bring, the question of advertising country accommodations becomes one of first-class importance. It has been done, of course, but not with any very great thoroughness. A very few hotels and houses that are open for boarders do put cards of somewhat non-illustrative brevity in a few city dailies in the spring. But the space these occupy is much too little to convey the complete information of the town and its advantages that the country visitor desires.

I know, of course, that some of the different railroad lines which run out of the large cities issue "booklets" describing the scenery on their route and allowing those who proffer summer board liberal space in which to set forth their inducements and the beauty of their respective neighborhoods. This is all very well, and both the people who desire patrons and the railroads themselves are jointly helped by whatever good effect these announcements have. It is quite noticeable, though, that the most of these are not quite what they might be. They are not full enough nor sufficiently explicit in their details.

One would suppose that what is the concern of a whole township might sometimes be done by the whole town if it be in a region which is healthy, picturesque and attractive. I am certain there are places where the leading citizens could advantageously co-operate to get up a beautifully illustrated book of their whole neighbor-

hood and send it broadcast. They might see, too, that several copies were filed and kept at prominent points—such as offices of note in the large hotels of big cities—for inquirers to examine. Such a book as this should tell everything about the drives, hunting, fishing, elevation, characteristics, social environment, etc., so that one who reads it need have no further questions to ask.

Of the principal points that can be pictured illustrations should be given. It would be equally imperative to know, of course, the different prices for board, and the distance to and from New York, and the railroad fares singly, or for a round trip, or by commutation or other arrangement. I don't think anything of this sort has been really much done, but it seems certain to me that any familiar resort can increase the patronage it now receives by a good story of itself, and that many really excellent places never heard of as yet can by proper advertising get a part of the urban summer stream running in their direction.

#### MAINE PRESS ASSOCIATION'S ADJUSTABLE SCHEDULE.

*Received by PRINTERS' INK, April 10, 1897.*

The basis of calculation is one inch one year, metal base electros, without position.

TIME PER CENTS.	
6 months.....	65 per cent of yearly rate.
3 " " " " " "	40 " " " "
8 weeks.....	30 " " " "
4 " " " " " "	18 " " " "
2 " " " " " "	11 " " " "
1 " " " " " "	6 1/2 " " " "

SPACE DISCOUNTS.	
From 3 to 5 inches, inclusive.....	10 per cent.
" 6 " 9 " " " " "	15 " " " "
" 10 " 13 " " " " "	20 " " " "
" 14 " 17 " " " " "	25 " " " "
" 18 " 21 " " " " "	30 " " " "
" 22 and upwards.....	33 1/2 " " " "

Advertisements measuring one-half inch or less shall be charged 75 per cent of the inch price. No position advertisement shall be measured less than one inch.

#### PER CENT FOR PREFERRED POSITIONS.

POSITION—top of column or reading alongside or any other slight specification, 25 per cent.

FULL POSITION—top of column next reading or in broken column next following reading with reading alongside full length, 50 per cent.

EXTRA POSITION—any specification additional to or more particular than full position, 75 per cent.

EXTRAORDINARY POSITION—reading

on three sides or four sides or corner of page all surrounded by reading, or top of column with reading on both sides, etc., etc., etc., 100 per cent.

Stipulation that no other advertisement shall have better position on the same page shall be charged as extraordinary.

Above charges for position to be without choice of page. Choice of page shall be charged a separate extra per cent.

Full position shall not be given to smaller than a four-inch advertisement, or if it is the extra for position shall be the same as the extra for a four-inch advertisement. And all other advertisements in the same proportion.

#### READING NOTICES.

Reading notices shall be charged more than display advertisements as follows:

Common readers.....	50 per cent
Readers in regular reading type.	75 " "
Readers without advertising marks, or telegraph, or newspaper.....	100 " "

No reading notice shall be measured less than one-half inch.

Reading notices accompanying display advertisements shall be charged as display advertising but measured double the actual space.

Every other day or every other week advertisements shall reckon two-thirds of the full time. Twice a week one-half, once a week one-third. Weekly papers published in connection with daily, one-third of the daily rates. Weekly published separately one-half of daily rates.



A BORDER similar to the one which surrounds this announcement is calculated to make the advertisement stand out conspicuous on any page.



BUILDING UP A PATENT SOLICIT-  
ING BUSINESS.

MR. JOHN WEDDERBURN, OF JOHN WED-  
DERBURN & CO., TELLS HOW ADVER-  
TISING DID IT.

The advertising of John Wedderburn

press the button." A reporter for  
PRINTERS' INK recently called on Mr.  
Wedderburn, and opened fire on him  
as follows:

"As the most extensive advertiser  
in the patent business, Mr. Wedder-  
burn, what have you to say upon the



JOHN WEDDERBURN.

& Co., the patent solicitors of Wash-  
ington, is seen everywhere. "Wanted,  
an idea," is almost as familiar to peo-  
ple who read newspapers as "You

subject of advertising generally and  
advertising patents especially?"

"I do not claim to be an authority  
on the subject of advertising, but I

have no objection whatever to speaking of the results of my own experience. I may be said to have had a slight prejudice in favor of the liberal use of printers' ink when I organized my firm, for I had followed journalism as a profession both in the East and West, and my observation had shown me that many of the most notable business successes achieved in modern times were due very largely to liberal advertising. I had observed that no matter what the facilities or advantages a business house would offer to the public, unless the public was fully advised of the fact it would not respond to such an extent as to make the business profitable. No light, however brilliant, could be seen if hidden under a bushel."

"Do you follow any particular plan or policy?"

"When I first mapped out my plan of advertising I was naturally somewhat in doubt as to the best mediums for reaching the public. I was advised by some experts to employ only the great dailies in the great cities, while others asserted that the country weeklies covered a larger field for the same proportionate expense. I tried the country weeklies first, and then I tried the big dailies, and for the past two years I have used them both. The business firm that desires to cover the entire field of the American public cannot get along without both. On this point I am prepared to give a judgment which, whether or not it may be called expert, is certainly that of one who had had a very wide and comprehensive experience. The business of advertising is to reach the people, and when you find that the great reading public is practically divided into two classes—those who read the country weeklies and those who read the great city dailies—you must employ them both if you would lay your case before the maximum number of possible patrons."

"Could you not cover the rural districts as effectively by the weekly editions of the big city dailies?"

"It is true that many residents of small towns, villages and rural communities read the weekly editions of the great metropolitan papers, but the proportion who do so is exceedingly small, and total failure will follow any attempt to reach the people of the rural districts by employing any editions of the city press. On the other hand, it hardly need be said that not one resi-

dent in ten thousand of the big cities ever sees a country paper, and very few of them read the so-called weekly editions of the city newspapers, which my experience teaches me are circulated chiefly through the mails. It follows, therefore, since the two classes of advertising mediums cover separate fields, they must both be employed by the successful advertiser."

"What has been your experience with regard to the employment of large amounts of space in single issues of current newspapers?"

"I think the effectiveness of an advertisement depends very largely upon its size and frequency. Catchy little advertisements are very valuable and we employ a great many of them, but our best results come from the use of considerable numbers of them scattered over the pages of the daily issues of papers of large circulation. The people who read the newspapers are busy people, and they don't have time to scan closely every column. If your advertisement is on every page or every other page, they will see it, and even though they may have no use for your services to-day they will become familiar with your name and business, and when they need something in your line their thoughts will naturally revert to your advertisement."

"How long does the drawing power of a good ad last?"

"Advertising is like casting bread on the waters, except that you do not have to wait many days for its return. At the same time it frequently happens that an advertiser who has followed a systematic plan of using the newspapers will find business coming to him as the result of mediums which he employed many months before and which he may since have abandoned as of little value. I would not undertake to say how long the drawing power of a good advertisement lasts, for I have occasionally received applications, the result of advertisements circulated more than a year before."

"What has been your experience in the use of magazines as advertising mediums?"

"Less extensive than my experience with the dailies, but I am prepared to say they have brought me excellent results. Indeed, when I look back upon the experiences of the past few years I cannot say that I regret the expenditure of a single dollar for printer's ink, and if I had it all to do

over again I don't know that I would make the slightest change in the mediums I have employed."

"Do you insist on sworn statements of circulation?"

"No; but I have been much struck with the fairness and accuracy of newspaper publisher's claims regarding circulation as a basis of advertising value, and my own experience has justified so many of these claims that I rarely question them. Another thing that has impressed me very deeply with regard to advertising is the friendly co-operation of the newspapers I have patronized. I have spent many thousand dollars a month in placing the facilities of my firm properly before the public, but some of the most valuable advertising I have received has been given me gratuitously by the journals I have employed, and for this reason I believe that no business man will ever regret having spent his money freely with the newspapers. At every stage of the development of my business I received praise, encouragement and hearty support, all of which has been exceedingly gratifying and which convinces me that our newspapers are by no means absorbed in the contemplation of the almighty dollar."

"How do your competitors, who do not care to or cannot afford to advertise, feel about the steady increase in your business?"

"I have recently come in for considerable criticism at the hands of certain parties engaged in the patent business who seem to be greatly incensed that I should have made it necessary for them to spend large sums of money to prevent their small advertisements from being swamped by my more liberal patronage of the papers. I can understand how they feel about it, but I am satisfied that their wisest course would be to spend a larger proportion of their receipts in the effort to get new business. They doubtless dislike to part with the money they have earned, but if they only stopped to consider that for every dollar they put out at least two will come in, they would speedily realize the wisdom of more liberal advertising. I am glad of an opportunity to testify my appreciation of the many kind things the newspapers have said of me and my firm, especially since my new critics began their attacks upon me. I have not sought these kind words, but they

have been none the less pleasing. I need hardly say that, in spite of the barking of a few yellow dogs, I shall continue my efforts to reach the American people through the American press."

"How many papers do you use now?"

"About eight thousand altogether, and we are now considering the advisability of increasing this number. We have a thoroughly organized advertising department, and check up all our

## Wanted—An Idea

Who can think of some simple thing to patent!

Protect your ideas; they may bring you wealth. Write JOHN WEDDERBURN & CO., Patent Attorneys, Washington, D. C., for their \$1,000 prize offer and new list of one thousand inventions wanted.

advertisements. We use but a single one-half inch ad. The Boston Sunday Globe once contained 350 of these one-half inch ads scattered through the paper."

The firm of John Wedderburn & Co. have recently built a large five-story addition in the rear of their present offices, and a few days ago leased the big four-story building adjoining. The firm's private offices are sumptuously furnished in immense leather pieces, and prosperity is apparent in every direction the eye is turned.

## PARISIAN JOURNALS.

Parisian journals are not only smaller in size and cheaper in appearance than those of England and the United States, they are less enterprising and less reliable. The entire system of news-gathering and reporting implies a degree of slowness and uncertainty that would not be tolerated in London or New York. The financial columns are said to be, almost without exception, corrupt and misleading. Moreover, journalistic independence is rare.—*National Advertiser*.

## NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE LITERARY DIGEST."

## VERY GOOD, TOO.

The facility with which the modern illustrator makes a few pen strokes indicate much that is not really seen is well illustrated by the picture here shown. Note the woman's skirt. Two lines are used, but the mind immediately fills in the detail. The picture is even more effective than it would be if more finished. Such a

**Real Estate For Sale—Brooklyn.**  
**VANDERVEER PARK HOMES**



may be bought for a surprisingly small amount of money, when you consider the superiorities of the Park. Just think of being able to buy a lot on which you can build a home almost in the heart of Brooklyn at a payment of \$10 a month! Everything is improved in Vandermeer Park. Streets are graded, water and gas mains are laid, shade trees are planted—everything is city with suburban surroundings. You can reach Vandermeer Park from the New York City Hall in 35 minutes; from the furthest downtown point of Brooklyn in 25 minutes. Go and see Vandermeer Park yourself. That is the best way to judge. Send for maps and particulars.

**GERMANIA REAL ESTATE CO.**

ONLY OFFICE—Junction Flatbush and Nos. Grand aves.

style of drawing is adapted to newspaper advertising, because the most bungling pressman cannot spoil it. The advertiser could better afford to pay the artist \$25 for making this drawing rather than to pay him 25 cents for another one, showing twenty-five times as much work, but which in actual use would not be one-twenty-fifth as effective.

**THE CAMPBELL COMPANY'S ADVERTISING POLICY.**

It is beyond question a fact that no other printing press house has ever before aroused the interest of the trade by such convincing, aggressive and logical statements and fast-following fulfillments as to the capabilities of its machine as has this company. And yet the general manager of the Campbell Company states that their advertising is as yet in its infancy. "We are constantly planning for its future development and increased efficiency," he says. "So with every department of our business. It is our aim to have not only the best machinery that money and brains can produce, but the best advertising department to be found anywhere; the best selling organization; the best financial manage-

ment, and the most expert mechanical skill it is possible for us to obtain. Our competitors can prepare for an attack all along the line, we are after the best and highest-class business of this country, and we are going to get it; first, because we have got and are going to continue to have newer, more efficient and more modern machinery than other concerns; second, because we will advertise it as no printing press has ever been advertised, and what is better still, we will substantiate every statement we make."—*Inland Printer.*

THE way to make business pay is to do it right—not almost right, but altogether right. The big difference between success and failure often comes from the little differences between doing things nearly right and doing them quite right.

## LEMP'S

Beer needs no words of commendation and praise before the public. A beverage as brewed by that extensive firm is like U. S. currency—people take it because they know it is an

## EXCELLENT

and genuine article, and that like pure air and nutritive food it is beneficial to health. Because the beer of the *Hofbrauerer* in Munich is delicious, men, women and children are seen waiting for hours to be served, because the supply or

## BEER

Is not equal to the demand. Even so with Lemp's product. Located at St. Louis he established one of the largest breweries in the world, and yet every year the capacity has to be increased. The agency in Memphis is entrusted to G. Limberg, comprising the firm of G. Limberg & Co. The office and vaults of the Memphis branch are at No. 156 East Court street. Telephone 565.

BEER ads that say anything are so rare to-day that the Little Schoolmaster intends to reproduce every one it sees. The announcement here shown could be greatly improved, no doubt, but it is a step in the right direction.



NEWS  
AND OPINIONS  
OF  
NATIONAL  
IMPORTANCE



**THE SUN**

ALONE  
CONTAINS  
BOTH



### ONE WAY TO FIND CIRCULATIONS.

Three years ago, while I was in the employment of the Miles Medical Co., of Elkhart, Ind., we accidentally came upon a scheme for discovering circulations. The "discovery" came at a time when we were not interested in circulations at all; but I have often thought since that if our intention had really been to lay a trap, a very large percentage of publishers would have been very neatly caught in it.

In addition to its extensive newspaper advertising, the concern used to circularize largely, sending out several million pieces of printed matter, under one-cent postage, every year. Some scheme was required to lessen this expense, which sometimes amounted to \$50,000 or \$60,000 in a single year. It was at last decided to issue an illustrated newspaper cover, in two sizes, to fit the two most common sizes of newspapers. The postal laws then barred out supplements not printed in the same place as the main issue, but a cover was a wrinkle not then known to the postal authorities.

The suggestion came from Mr. Johnson, the advertising manager of the concern, and his idea was to print a handsome four-page Easter cover, full of illustrated stories, sketches, poems, jokes, puzzles, household receipts, etc., and to give to publishers, free of charge—they paying the freight only—as many copies as they could use for their "special Easter number." We sent out about 4,000 prospectuses to as many newspaper publishers, carefully avoiding the large cities, and writing only to those whose papers corresponded in size with the two sizes we were printing (six and seven columns). A specimen "front page" was sent with each letter, and it was so generally admired that within 30 days we had orders for 1,730,000 copies, and we were running five Hoe presses day and night in order to supply the large demand!

The largest order was for 4,000, the smallest for 250, and the machines had to be stopped for each order, as the name of the local paper was mortised as a sub-title on the front page. The entire edition was gotten off satisfactorily, and I believe it gave satisfaction everywhere, although some of the publishers must have winced when they found that the last page of

this beautiful "art cover" was devoted to testimonials and portraits of those who had been so fortunate as to try our remedies!

But the great fun in opening the heavy mail was the comparisons one could make between the stated circulation on the letter-heads and the number of covers ordered for use! In many a case where the paper claimed a circulation "exceeding 5,000," the number of covers ordered ranged from 1,200 to 2,000! The discrepancy was perceptible in over 85 per cent of the letters, yet I don't suppose that many, if any, of the publishers thought of how they were giving themselves away!

Still we kept faith with them. The inside knowledge thus so easily obtained was not divulged. I believe all the letters were destroyed, for fear they might drop into unscrupulous hands. So far as profits on the scheme were concerned, the paper, printing and matter cost about \$5,000, and for that sum we got our cover, containing advertising matter, distributed among 1¼ millions of people, which, under one-cent postage, would have cost \$17,500.

There are more ways to reach the people than by paying heavily for the privilege.

JOHN S. GREY.

MEDIUMS, space and position are important, but the ad itself is what gets into the public eye, lays hold of people's minds, and—if rightly done—opens up their pocket-books.



MESSRS. LORD & THOMAS, of Chicago, who got up the picture reproduced above, state that they believe it rivals the picture of the Wool Soap Babies. Does any one else think so?



OREGONIAN BUILDING IN 1853.

### THE PACIFIC NORTH- WEST.

That Oregon was redeemed in the late presidential election is due to the Portland *Oregonian*, the great daily of the Pacific Northwest. The *Oregonian* is able and honest. It covers a great field. The Eastern advertiser who seeks the trade of the Pacific Northwest may safely expend half his advertising appropriation with the *Oregonian*. The other half may perhaps be divided among five or six other papers of importance. \* \* \*

*From Editorial, Printers' Ink.*



OREGONIAN BUILDING IN 1897.

# The Oregonian

DAILY, SUNDAY AND WEEKLY  
EDITIONS.

#### ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON . . . . .	375,000
IDAHO . . . . .	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL . . . . .	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,  
New York.

The Rookery,  
Chicago.

## CHURCH ADVERTISING.

This is an age of advertising. Almost everything is seeking mention, demanding notice. Assertion is the rule. The way to succeed seems to be to make a noise. Indeed, we might say that all humanity is divisible into two divisions, the one part consisting of the wise, who advertise, and the other of the foolish, who do not.

Whether or not the church should go into this advertising business is, however, an open question. There are some who boldly assert that it should. A Brooklyn pastor recently declared that many a man of ability is lost sight of in the world because of his lack of self assertion, and argued that churches, too, needed to push themselves if they would succeed. "A church," he said, "must have its choir, its social meetings, its Sunday school and the qualities of its minister spoken of, and must be advertised in every legitimate way in this age." And it is said that a church in Chicago goes so far as to advertise its services even in the trolley cars.

It is certainly perfectly proper for the church to assert itself as a religious and social force in a community. It is its duty so to do. The church must attract attention to itself if it is to fulfil its regenerative mission in human society. Its radiance cannot be hid under a bushel. If men are to rejoice in its light, they must see the light. And if they will not come to the light, it may be necessary to flash the light upon them.

It should be borne in mind, however, that there are various ways of advertising. The methods of this social assertion on the part of the church are different for different ages and different churches. The style that was welcome in the days of the Reformation may not be the method for us just now in America. The form of advertising, too, which suits a Bowery mission may repel rather than attract a cultured community. The lengths to which that great advertising society, the Salvation Army, goes may be all very well for its particular slum work or efforts at arousalment of special classes. But mere sensationalism for its own sake defeats all truly gospel ends. The church, then, must carefully adapt its methods to its men. Pastor and people would do well to study the methods which successful men of the world are employing on

their parishioners, if they would discover the suitable means of bringing to the notice of the latter religious truths of grave importance.

And it should be remembered as a cardinal principle of action that the church always has its own dignity to maintain, and must not cheapen itself by excessive straining after sensational effects. There is such a thing as casting pearls before swine. The church is not in the "want ad" business. The impression it should give to men is that they need it more than it needs them, and that none can safely neglect its gospel messages.

But judicious advertising, using that term in the broadest sense, may usefully be employed by the church to a far greater extent than is now the case. Let the public feel that there is something going on in the churches. Utilize the press as a co-operative religious agency! Talk the churches up!—*New York Observer.*

*It pays to buy at Vantine's.*



Which would you rather do—buy tea scooped loose out of a box where it is exposed to the air and perhaps half a dozen or more foreign odors, or put up in *air-tight* pound packages which preserve the strength and flavor?

Our tea department is run on modern principles.

English Breakfast, 40c., 60c., 75c., \$1.00, 1.50  
Formosa Oolong, 40c., 60c., 75c., \$1.00, 1.50  
Orange Pekoe, \$1.00.  
Young Hyson, 75c., \$1.00.  
Uncolored Japan, 40c., 60c., 75c., \$1.00.  
Lusian Caravan, \$2.00.  
India, 40c., 75c.  
Ceylon, 60c., \$1.00, 1.25.  
Mixed, 40c., 60c., 75c.

Our telephone number is 1069—18th st.

PRICE REDUCTIONS IN ALL DEPARTMENTS.



**A.A. VANTINE & CO.**

The largest Japanese,  
Chinese and India  
House in the world.

877-879 Broadway, N. Y.





MARCH is not the  
busiest month in the  
year.

Yet . . . .

During the month of March  
THE NEW YORK TIMES  
made a greater gain in both  
circulation and advertising  
than in any other month in  
the history of THE TIMES  
for many years.



**THE NEW YORK TIMES**

*"All the news that's fit to print."*

## TRADE-MARK DECISIONS.

It may be of interest to business men to have some of the leading decisions of our courts in reference to trade-marks:

The name of an inventor, discoverer or manufacturer may be employed as a part of a trade-mark.

There can be no absolute right in a name, merely as such; it is only when printed or stamped upon a particular package, thus becoming identified with a particular style and quality of goods, that it becomes a trade-mark.

Persons of the same name have a common-law right to use it in connection with articles manufactured by themselves.

A trade-mark must be such as will identify the article, and distinguish it from others; no one can appropriate a word in general use for such purpose.

The property in a trade-mark will pass by assignment, or operation of law, to any one who takes, at the same time, the right to manufacture or sell the particular merchandise to which it has been attached; but there is no property in it, as a mere abstract right.

If a manufacturer sell to another the right to use his name as a trade-mark, a subsequent use of the same mark, with the word "improved" affixed, is a violation of the rights of the purchaser, which equity will enjoin.

To entitle the owner of a trade-mark to an injunction, to prevent its use by another, there must be in the copy such a general resemblance to the form, words and symbols in the original, as to mislead the public.

The plaintiff adopted the words Rising Sun Stove Polish, with a figure of a rising sun, as a trade-mark; the use of the words Rising Moon, with a figure of the moon, held not to be an infringement; though a close case.

A manufacturer cannot have an exclusive right in a particular mode of putting up his goods for sale.

A manufacturer will be enjoined from combining his name with marks and symbols which are a colorable imitation of those of another.

If, on the dissolution of a firm, one of the partners transfers to his copartner the

good-will of the firm business, the former will be enjoined from using the firm name upon his sign at a new establishment, to the injury of the purchaser.

A manufacturer does not abandon his trade-mark to the public by permitting in a few instances a dealer to put his name upon the article in connection therewith.

Exact similitude is not required to constitute a trade-mark infringement.

Delay in seeking relief will not prevent an injunction, where the infringement is clear, though it may preclude an account of past profits.—*Mercantile Journal and Pennsylvania Grocer.*

## CLEARANCE SALES.

Few indeed are the retail merchants who can afford not to have clearance sales occasionally. The ordinary human merchant will "get stuck" now and then; he will overbuy or find the regular outlet insufficient. Stuff accumulates, and it never improves on the premises. Unlike wine, the longer it's kept the less it's worth. This certainly applies to everything of a fancy character. Freshness is an absolute necessity. It cannot now be a question of profit or of how much loss. The only question is: How low is it necessary to price the article to make it sell? And, what is the most effective method to bring the people into contact with the sale? A little money is a great deal better than a big lot of goods that don't sell. In making a clearance sale it is not well to club together nothing but the very least desirable items in the house. Make the sale attractive, even if you have to add articles not originally included in the stuff you desire to sweep out. Some people will buy the less desirable items from choice. With the slow stuff out of the way, with the space at liberty and the funds in hand, new goods can be added and the business take, to that extent, a fresh impetus and a better feeling.—*Dry Goods Economist.*

## Meals on the European plan.

The dollar-a-meal method of operating dining cars is no longer in vogue on the Burlington Route. Something better has taken its place. Meals are now served on the European plan—you pay only for what you order.

The pay for what you order way is the only right way to run a dining car. It is in operation all over the Burlington System—

Denver to Omaha.  
Denver to Chicago.  
Denver to Kansas City.  
Denver to St. Louis.

Prices are reasonable and the service is as good as it can be.

Tickets and time-tables at all R. G. W. Union offices.

W. F. McMILLAN, General Agent,  
11 Walker Block, Salt Lake City.



A RAILROAD ad that really gives some information.

## Advertisers —

Is there a demand for your goods in Santa Clara County, the wealthiest and most prosperous County in California? If not, it can be created by advertising in the

# San Jose MERCURY

The MERCURY is issued Daily, Sunday and Weekly. It is the *only morning newspaper* in a city of 20,000 inhabitants, and it circulates every morning throughout a valley of nearly 60,000 population. Its **CIRCULATION IS GUARANTEED** to be larger than that of any other two papers in the city of San Jose, or in the valley.

CHARLES M. SHORTRIDGE,  
EDITOR AND PROPRIETOR.

C. J. OWEN,  
ASSOCIATE.

EASTERN OFFICE, D. M. FOLTZ, EASTERN MANAGER,  
34 PARK ROW, NEW YORK.

## The Only Way.

It is not a question of the best way to reach the better class of the Great Middle West. There is only one way.

To reach (thoroughly covering the field) these communities made up of the class who do five-sixths of all the buying, you must use the local weeklies.

Not only the easiest and the cheapest, but the only sure, the only practicable, way of using these weeklies is through the Chicago Newspaper Union lists.

We shall be glad to tell you all about it and make you an estimate.

Send for new catalogue, anyway.

### CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET,  
NEW YORK.

93 So. JEFFERSON ST.,  
CHICAGO.

---

The Great Middle West comprises the States of Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Minnesota and Michigan. It contains the communities most valuable to the advertiser.

# ADVERTISING IN RHODE ISLAND.

To reach the greatest number of probable purchasers at a minimum expense is the object of every advertiser. Rhode Island is more densely populated than any other State in the Union. It has an average population of 318 44-100 to the square mile. According to the advance sheets of the American Newspaper Directory for 1897, there are 67 newspapers in Rhode Island, with an aggregate circulation of about two hundred thousand, divided as follows:

26 dailies, combined circulation,	127,908
4 semi-weeklies, combined circulat'n,	2,820
33 weeklies, combined circulation,	35,144
3 bi-weeklies, combined circulation,	4,608
11 monthlies, combined circulation,	32,082

A calculation would show the monthly output of these papers to reach a

Pawtucket .....	Tribune,	2,475
Westerly .....	Sun,	2,000
Woonsocket .....	La Tribune,	2,000
Newport .....	Herald,	2,300
Arctic .....	Evening Times,	600
Providence .....	Brown Herald,	600

Those against which a star is affixed are actual figures furnished by the publishers, and are correct. The other figures are estimated.

It will be noticed as a curious and interesting fact that thirteen of the dailies are published in the evening, while only three appear in the morning.

The oldest and best known Rhode Island daily is the Providence *Journal*, and of this paper the *Evening Bulletin* is a sort of afternoon annex, although having more than double the *Journal's* circulation.

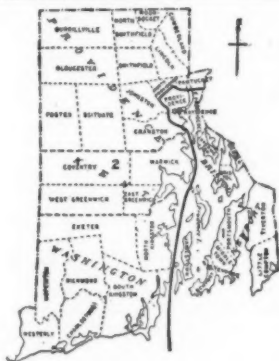
A good reason why an advertiser should contract with both the *Journal* and *Bulletin* is that, while the rate for each is fair, a liberal discount is allowed upon orders for the two combined.

## THE PROVIDENCE "TELEGRAM."

THE YOUTHFUL GIANT THAT SEEMS TO HAVE CAPTURED LITTLE RHODY.

PRINTERS' INK having had its attention directed to the existence of a wonderful journalistic success in Rhode Island, sent a representative there to ascertain the facts. What he saw is here related:

I saw Mr. Taylor, the advertising manager, who introduced me to Mr. F. D. Lingane, the publisher and one of the owners of the Providence *Telegram*. Mr. Lingane bought the *Telegram* in 1889, and not having sufficient money to "go it alone," formed a stock company. The company has expended over \$136,000 since that time on presses, linotypes and other improvements. When you enter the *Telegram's* counting-room you at first get the impression that the paper must be an unimportant one. This arises partly from the fact that it divides its counting-room with a newsdealer. When, however, you go upstairs into the *Telegram's* establishment you are quickly deprived of your impression of its facilities being in any respect short of perfection for the requirements of a great newspaper. It has two new Goss three-decker presses, each capable of turning out 24,000 papers per hour, and eleven linotype machines. Orders for three more of these have been placed. It has its own electric light plant and ar-



total of three and one-half million copies, and of these all but two hundred thousand, or one-seventeenth of the whole, are put out by the dailies. The circulation of each of these daily papers is given by the Directory as follows:

Providence .....	Evening Bulletin,	*32,376
	Evening Telegram,	*30,722
	Sunday Telegram,	*31,567
Pawtucket .....	Evening Times,	14,000
Providence .....	Journal,	*13,197
	Sunday Journal,	*14,660
Woonsocket .....	Evening Reporter,	6,000
Providence .....	News,	5,000
Woonsocket .....	Evening Call,	5,000
Pawtucket .....	Evening Post,	4,500
Newport .....	News,	*3,638
Westerly .....	Tribune,	3,500

rangements for putting in a photo-engraving plant have almost been perfected. It is crowded for room, but unwilling to exchange its central site for better facilities in a less convenient locality.

No one who has been in the city only forty-eight hours could say with accuracy whether the *Telegram* sells more papers than the *Bulletin*. Mr. Lingane told me there were whole sections where the *Bulletin* held undisputed sway, notably among the richer classes in the residential portion of the city. He also said that among the masses—the people who buy a paper not for what it was, but for what it is—the *Telegram* holds the field. I am inclined to think that this is so from my own observation. The *Bulletin* claims to sell at present about 34,000, and the *Telegram* about 32,000. The *Telegram* people, however, tell me that they do not include in their figures any returned or free copies or any advertiser's copies, and that such copies make up about 20 per cent of their total output, which would give them a slight advantage in circulation over the *Bulletin*, which they claim. I do not know, of course, whether this is so; but the impression made on me is that if they are wrong they are perfectly sincere in believing the fact to be as stated. They state that the returns from railroad stations aggregate over 40 per cent of the papers ordered, but if the number ordered is reduced, the railroad news companies are certain to utter indignant protests, and as they are sometimes apt to sell all the order, and do not appear to be able to do business except on this wide margin over actual needs, it is thought necessary to humor them.

The other evening paper in Providence is the *News*, a penny paper, which is sold principally by newsboys, and which did not impress me as selling very much—at least in the business portions of the city. Its publishers claim (on their rate card) that "the character of the Providence *News* has secured for it a permanent and high-class circulation. The 'one cent' of the Providence *News* has secured for it a wide circulation where no other newspaper is read." I think from an examination of the *News* that the first claim is absurd. Perhaps there is something in the second, although it seemed to me that its circulation is comparatively small. However, the *News* con-

tains almost as much advertising as the *Bulletin* or *Telegram*. I asked Mr. Lingane, of the latter paper, how he accounted for this, and, although he did not wish to be quoted, he said he knew of instances where the *News* had accepted as low as fifteen cents a square (8 lines) for its space, and had approached one large advertiser with a proposition to insert his ad at six cents a square, stating that although this would not pay the cost of composition, they had another object in view in securing the announcement.

The preponderance of ads in the *Bulletin* is said to be due to the fact that ads in the *Journal* (the morning paper owned by the same publishers as the *Bulletin*) are inserted in the *Bulletin* at half rates when an "all-day" order is given. Of the evening papers, the *Bulletin* undoubtedly has the largest advertising patronage and the greatest prestige. It is a paper of great merit and value. The rates of the *Journal*, the *Bulletin* and the *Telegram* are exactly the same, viz.: 10 cents a line, with discounts for time; those of the *News* are very much lower.

There is no doubt that the *Journal* is the great morning paper of Providence. At the hotels you see people buy the Boston *Globe* or *Herald* and the Providence *Journal*. New York morning papers have little sale in Providence, whatever sale there is being practically confined to the *Journal* and *World*. I heard it stated several times while in the city that no morning paper can ever secure a very great circulation in Rhode Island, because the workers in the mills, compelled to be at work early, and often obliged to ride long distances before reaching their places of employment, have no time to read a morning paper, while in the evening and on Sunday they have the necessary leisure. This appears to explain the circulations which evening papers are able to secure, not only in Providence, but everywhere. The Boston papers, the *Globe* and *Herald*, which seem to be everywhere, probably also cut into the circulation of morning papers. Mr. Slocum, the circulation man of the *Telegram*, told me these two papers probably circulated between five and six thousand copies daily in Rhode Island. Their evening editions, however, appear to cut no figure; they arrive too late, and so also do the New York evening papers.

The *Telegram* is the Sunday paper of the State, if Providence can be taken as an indication. Newsdealers whom I asked told me so. The Sunday *Telegram* is willing to pay \$2,000 (Mr. Lingane told me) to any charity if its circulation on Sundays is not between two and three times greater than that of the *Journal*. The *Journal*, however, seems to have an excellent sale on Sunday. I have been told that the New York Sunday papers sell between two and three thousand copies in the State of Rhode Island. This is difficult to believe, however, because a New York Sunday paper costs 8 cents, and the masses of the population are certainly not rich. The Boston Sunday papers have not a large sale on Sundays except that quite a number are sold at the hotels to transient hotel guests. Of the two Providence Sunday papers, the *Telegram* has the most advertising, and an examination of the paper shows that it caters more to the taste of the masses than the *Journal* does. It publishes more humorous articles, for instance, and gives away pictures.

In December, 1895, the *Telegram* installed two new three-deck, straight-line Goss presses, which cost \$30,000 apiece, and on that occasion issued a special edition of forty-four pages, of which 50,000 copies were run off, and so quickly disposed of that it was with difficulty that a few copies—about half a dozen—were retained for office use. No extra copies could be printed, the large edition having ruined the halftones. This issue gives a host of interesting facts about the growth of the *Telegram*, from which the following are selected:

When the *Telegram* came into the hands of the present management in 1889, there were two Bullock presses in the press room. These machines would turn off 16,000 eight-page papers per hour—8,000 each. The presses were at that time looked upon not only as very speedy, but as being all that was necessary for the printing of a paper in a city of the size of Providence.

It had been customary to run but one of those Bullock presses, using them on alternate days. Six months had not passed before the circulation was speeding upwards in a manner that made necessary the use of both presses every day. The presses were put at top speed and sufficed for awhile. But there came a day when it was evident that even greater press facilities were needed.

Then came the two Hoe presses, purchased in 1892, and started with the advent of the paper in present centrally located quarters. The Hoe couplet had a speed of 24,000 eight-page papers per hour. Most people who knew the field were of the opinion that this

equipment would suffice almost until the presses had worn out.

But the *Telegram* continued to boom along in a manner that these prophets had not counted upon. Gradually the fact dawned upon those in charge that even this speedy press room equipment was not to be enough, and the quest for something which would be the very highest achievement of the press builders' craft was begun.

The result came in the placing of the order for the magnificent pair of Goss Straightline three-deck web presses which have just begun their work. They are the fastest presses that money can procure to-day. Whatever improvement in high-speed presses is known to the mechanic of to-day is embodied in these machines.

This pair of presses will print 48,000 eight, ten or twelve-page papers per hour, or 24,000 sixteen, twenty or twenty-four page papers per hour. By their use extra large editions can be handled in an incredibly short time. Their arrival gave the *Telegram* greater press facilities than those possessed by any daily paper in New England outside of Boston.

A long-distance telephone wire connects the editorial rooms with the paper's branch offices throughout the State. Its Associated Press franchise and the special wire direct from New York into the *Telegram* editorial rooms guarantees the paper's readers the news of the world fresh and in well-told form.

THE Burlington Free Press is credited with a larger daily circulation during 1896 than any other daily in Vermont.

The rising steam  
is signal for a  
luscious cup of  
**WHITMAN'S**  
INSTANTANEOUS  
CHOCOLATE  
Boiling water makes  
it instantly.



It is because  
its readers are of the well-  
to-do class that the

# Philadelphia Press

is the most profitable medium  
for advertisers in the State  
of Pennsylvania. ❧ ❧ ❧

❧  
The Press is  
the greatest  
want medium  
in Philadelphia.

❧  
Largest two-cent Circulation.



# *No trouble if you know and will tell*

The Indianapolis NEWS and the American Newspaper Directory have each been published twenty-eight years. In no one of the twenty-eight years has the Indianapolis NEWS ever advertised in the American Newspaper Directory to the amount of one cent. In no one of the twenty-eight years has the American Newspaper Directory ever failed to state the circulation of the Indianapolis NEWS exactly as I showed its circulation to have been.

## *W. J. Richards.*

New York, Feb. 15, 1897.

# THE BOOK THE A. N. P. A. WISHES TO KILL.

## A Vermont Newspaper Man Dissects the American Newspaper Directory and Tells the Truth About It.

### THE AMERICAN NEWSPAPER DIRECTORY.

The 28th annual volume of the American Newspaper Directory—for 1896—has come to hand. Twenty-seven years ago the first number of this now famous book came from the press—the first complete newspaper directory ever printed. The brain that conceived this publication set its standard high, and it has steadily held the lead given to it by time and its author. In its more than quarter century of life it has done a greater service to the newspapers and the advertisers of the country than any other book of its kind, and it was never more vigorous, more valuable or more necessary to those interests than it is to-day. In this office it has become a necessity—a part of the equipment without which we could not get along. Whatever other book of reference is missing the American Newspaper Directory is always at hand. It is referred to daily, often many times a day, to answer questions of all kinds about the newspapers as well as about the geography and statistics of the country.

The American Newspaper Directory is more than a mere list of newspapers; it is a work of reference of a broader kind. As a gazetteer it has merits all its own as an up-to-date reference book in a newspaper office. As a catalogue of newspapers it is really an index to the cosmopolitan population and the diversified interests of this great country. Its 28 annual volumes of newspaper facts furnish a comprehensive record of the growth of the country in population, business, wealth and intelligence during the most important period of our history. Wherever population concentrated the newspaper followed, wherever business centered the trade journal appeared, and its record of these facts shows the growth and trend of population, immigration and business during that period. This record shows an increase from a little more than 5,000 publications in a population of about 35,000,000 in 1869 to over 30,000 papers and a population of 65,000,000 in 1896. The vast increase in number and diversity of business interest during this period is evidenced by the enormous increase in trade and business publications; the large immigration is shown by the remarkable growth of newspapers printed in foreign languages; the very gratifying increase in education and general intelligence is made clear by the much larger proportion of newspapers to population, the still greater increase in their circulations and readers, and the great increase in high-class magazines and journals representing the

learned professions, the arts, sciences and educational interests.

The annual volumes of this great work, therefore, form complete indexes to the population, business and intelligence of the country. The volume under consideration contains a catalogue of 20,630 newspapers printed in 27 different languages. That is to say, besides the nearly 19,000 papers printed in English, this country has a cosmopolitan population which supports more than 1,600 papers printed, in whole or in part, in 26 foreign languages, ranging in number from one each in Russian, Greek, Armenian and Cherokee to nearly 1,200 in German. These most interesting facts indicate clearly the scope of this volume and its value as a book of general information for the intelligent citizen. To the philosophical mind they furnish much food for thought and speculation. But while the book possesses a large degree of interest for the general citizen and the philosophical student, its peculiar value lies in the up-to-date information it conveys to the profession—that is to say, to advertisers and newspaper men. For this purpose a newspaper directory must contain all the information necessary to guide an advertiser in the use of the publications catalogued, concisely and accurately stated and arranged for quick and easy reference.

It appears to us that the 27 annual volumes of the American Newspaper Directory have admirably filled these requirements in the past. Let us see how the present volume stands the test. After full examination we are quite prepared to say that in fullness of information it has no superior. Its contents embrace every fact about the publications of the country that an advertiser needs to know. It leaves no question unanswered, either about the newspaper itself, or about the town, the county or the State wherein it is printed—the character of the business of the community, its railroads or its surroundings. The main part of the book, the essential part, is the catalogue of newspapers by States, which occupies about 1,700 of the 1,400 pages. This part of the book includes a description of each State, with size and population; a map showing the divisions into Congressional districts, a gazetteer of the towns that have newspapers, with their business, their railroads, etc.; the names of their newspapers, with publishers' and editors' names, circulations and many other details, the whole giving a fullness of information unapproached elsewhere.

In the systematic arrangement of its facts, which makes the task of reference an easy one, the American Newspaper Directory is unequaled. Every part of the book is classified, indexed and arranged alphabetically to the last analysis. Every State in the Union, every town that has a newspaper, every county, comes in alphabetical order; every newspaper appears by frequency of publication and in alphabetical sequence, in its own town and State. In a separate grouping the

papers appear by counties; in another by Largest Circulations (5,000 and over), arranged by States; Sunday Newspapers are catalogued together by States; Class Publications, grouped and indexed, include all papers representing the various classes, trades and interests. It will be seen from this summary how perfect the book is in its arrangement for reference and how easy it is for an advertiser to get at his facts. If he wants a list of papers to cover the whole country or any part of it; if he wants only the papers of large circulation or the Sunday papers; if he wants to appeal to the members of any trade, profession or class—he it the large classes with their hundreds of papers like religion or agriculture, or the German people, or to the small classes of one paper each that represent, for example, the interests of the prune packers or the oologists—he can turn to them instantly by States and get all the information needed. In respect of system therefore it is an ideal book of reference and commends itself to every observing person who has examined it.

In the matter of accuracy—of all things the most important—the American Newspaper Directory stands unapproached. It has no competitor, because no such attempt at accuracy has ever been made. The annual revision of the book takes twelve months, and is one of the most intricate processes known to bookmaking. It has been said that no book ever came from the press free from errors, and perhaps this one is not. It is certain, however, that few books get so much time, so much intelligent oversight, so many revisions to free them from errors as this one. In printing circulation ratings accuracy is of vital importance, and on this point the American Newspaper Directory maintains a fixed and unalterable purpose—namely, to bring the figures to an honest basis. This purpose has been adhered to with great courage in the face of much opposition and criticism from the newspapers, and the fight has been long and costly. In carrying out this purpose the publishers originated a plan of securing detailed circulation statements from the newspapers, and a scheme of ratings, which are well calculated to remove the difficulties now experienced and resolve the doubts about newspaper circulations. These detailed statements, if properly made and signed, are printed in the Directory, and guaranteed by a reward of \$100 for errors or lies. The plan is so simple and easy that we can imagine only one reason for not making a statement—namely, that there is something to conceal. This plan is working a great reform in newspaper ratings and its influence is already felt in all newspaper offices and at every advertiser's desk. Not all newspapers furnish circulation statements as yet, but every newspaper feels the pressure and sees the advantage of complete circulation ratings, while every advertiser feels that he is less liable to be swindled. In the absence of a detailed statement as called for, or in the presence of a defective one, ratings are made from the facts within the knowledge of the publishers of the Directory, with care and impartiality, to safeguard the interests of the advertiser and the honest publisher; and such is the accuracy of these ratings that no man who has any large sum to invest in newspaper space can safely expend it without ascertaining the facts contained in the American Newspaper Directory; we believe no large advertiser ever does.

The facts about newspaper circulations are so hard to ascertain that it is a most difficult thing to test the accuracy of a newspaper di-

rectory. It can be done only by taking cases within one's own personal knowledge and reasoning from them to the wider field. Such a test was made in this office the other day. A bright advertising manager took issue with the writer of this as to the relative accuracy of the ratings of two newspaper directories, the American and one other. Several papers that had not furnished detailed reports were chosen for a test, and the disputants agreed as to their real circulations. The directories were then examined and in every case the American came nearest to the figures agreed upon, giving a conservative rating in each case, in only one case overshooting the mark and then only by a trifling percentage. The other book rated every paper much too high, some of them at more than double the circulation they were entitled to. Here was a test that sustained the contention of the writer that the American Newspaper Directory is the most accurate, and that its ratings are made in the interests of the advertiser and the honest publisher.

We have in the foregoing recorded our opinion of the American Newspaper Directory and our reason for it, based upon a thorough examination. We have also given the results of a comparison between it and one of the best of its rivals, with a friend of the rival to guard its interests. We will now give the opinion of an expert, a man who personally deals with more papers than any other advertiser—a man who would be conceded by every advertiser and newspaper man as an unprejudiced and well-informed authority. Said this man a few days ago in response to a question about the value of this Directory and its necessity to an advertiser: "It is worth more than all others combined. No large advertiser can afford to do business without it. He would better have it than all the others."

The newspaper directory is one of the modern aids to the development of business. As the pioneer directory and the originator of newspaper ratings the American Newspaper Directory has done the advertisers and the newspapers of the country a great service—greater than most of them think—a service that the advertiser of to-day cannot appreciate without considering the difficulties he would labor under if no American Newspaper Directory had ever been printed, with the rare courage and force it has behind it. It is not as the pioneer, however, but as the leader—not for its past but for its present—that we sound its praises. As a newspaper man for more than twenty years, as an advertiser and a student of advertising during the same period, the writer of this article has used all the newspaper directories. Intimate acquaintance has led him to rely upon the American more than upon all others. It is kept constantly at hand for daily reference. No other directory can take its place; no other is needed.

The American Newspaper Directory, therefore, stands, as it has always stood, the first and best of newspaper directories—the only one which cannot be ignored, the only one which every advertiser must have.

The volume under review is a well printed and strongly bound octavo of 1,400 pages with a full page frontispiece portrait of its publisher, that veteran in the science and practice of advertising, George P. Rowell—the man who has done more than any other to make advertising for the newspaper and to illuminate the path of the advertiser. It is published by Geo. P. Rowell & Co., and will be sent carriage paid on receipt of five dollars.

[By Joseph Auld, in *Burlington News.*]

# Anna's "Talk" Favors It.

**Objections Come Only From Publishers Who Are Endeavoring to Secure Big Prices for Little Circulation.**

Office of "THE TALK,"  
THE TALK PRINTING CO., Publishers.  
EDGAR A. DAVIE, Managing Editor.  
ANNA, Ill., April 6, 1897.


*Messrs. Geo. P. Rowell & Co., New York, N. Y.:*

GENTLEMEN—We notice that you are to issue the American Newspaper Directory quarterly during 1897 and we are not quite sure whether it will be necessary for us to furnish a new rating for each issue or whether the rating furnished early in the year will answer for the four issues of the Directory. We value our ratings very highly and would not like to have a misunderstanding prevent us from being properly rated. We will gladly furnish the average as heretofore, if you require it. We did not know but that, where there is no marked change either way during the year, you would require a special average for each edition. We notice some objections from many publishers about your manner of rating publications, and would like to say that, in our opinion, these objections come only from publishers who are endeavoring to secure big prices for a little circulation. Why a publisher who has anything like a decent circulation should object to giving the weekly or daily average is more than we can understand. Thus far you have given us every opportunity to get our paper properly before the readers of the Directory, and we presume you have treated other publishers in the same way. If they are not rated correctly they can blame nobody but themselves. At all events this is our experience with your book.

Yours very truly,

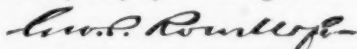
Per

THE TALK PRINTING COMPANY,



## ANSWER.

It will not be necessary for you to furnish a new statement for each of the quarterly issues of the American Newspaper Directory. It will be your privilege to furnish a statement of your actual issues between January 1 and July 1, 1897, if you desire to do so; and if you do this, showing actual issue for each date, adding the twenty-six issues together to find the total and dividing by twenty-six to learn the average, you will get credit for it in the September issue of the American Newspaper Directory, provided your statement reaches the Directory office on or before the thirty-first day of July and is signed and dated.



Publishers American Newspaper Directory.  
New York, April 9, 1897.

# OF INTEREST TO NEWSPAPER MEN

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Office of "CREAM" PUBLISHING COMPANY. }  
BELFAST, Maine, April 5, 1897. }

*Publishers of American Newspaper Directory, 10 Spruce Street, New York:*

GENTLEMEN—If we take a page advertisement in the American Newspaper Directory for June, at \$50.00, will we be entitled to the September and December issues of the Directory?

If we pay \$10.00 for an ad, accompanying description, will the ad appear in September and December issues?

As our magazine was born in January we should want to change copy for September and December if we take a page ad. Would we be allowed to do so without extra charge? Yours truly,

CREAM PUB. CO.,

By E. F. Hauson, Treas.

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Answering the above letter, the publishers of the American Newspaper Directory here reply to the three interrogatories in order:

First interrogatory: If we take a page advertisement in the American Newspaper Directory for June, at \$50.00, will we be entitled to the September and December issues of the Directory?

Answer: Yes, you will be entitled to have your page appear in the three issues, but you will not be entitled to any copy of the book after the June issue.

Second interrogatory: If we pay \$10.00 for an ad, accompanying description, will the ad appear in September and December issues?

Answer: Yes, the advertisement will appear in the September and December issues without additional charge.

Third interrogatory: If we take a page ad would we be allowed to change copy for the September and December issues without extra charge?

Answer: You would probably be allowed to do so, but *it would not be your right to demand it.*

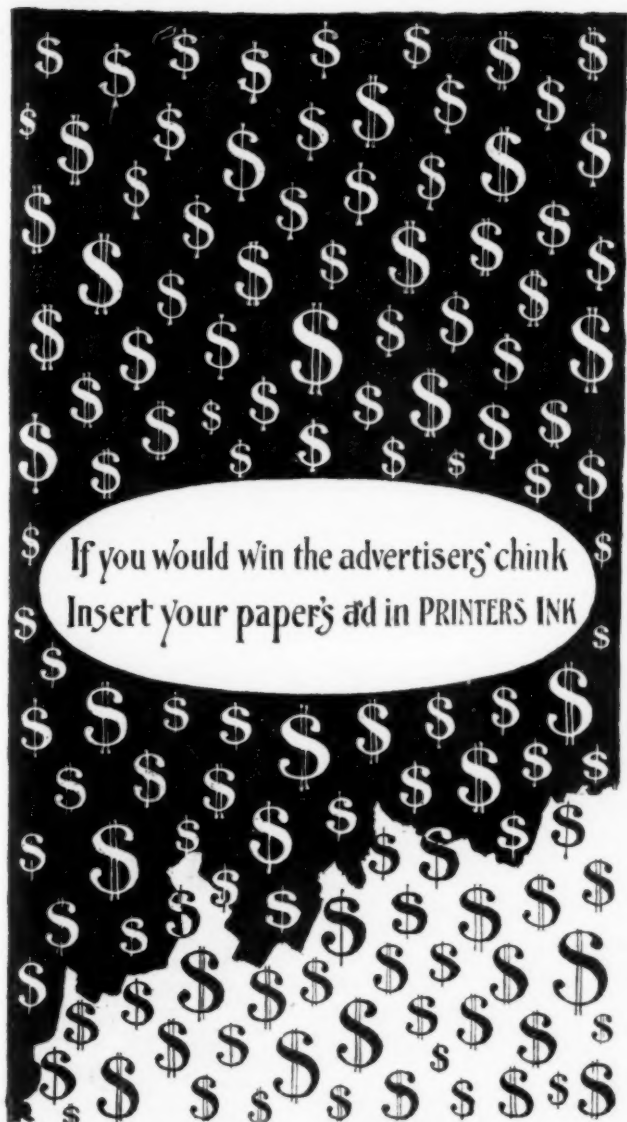


## This Man

is one of the men who make a point of reading **PRINTERS' INK** from first to last. Like many others of the more than 21,000 to whom **PRINTERS' INK** goes every week he has money to spend for advertising space in papers he thinks worth using. He reads to learn what is new in advertising methods and to discover whether there are uncovered fields in which he can profitably advertise. He believes in enterprise and he keeps posted in regard to papers that show enterprise. He judges papers a good deal by the advertising they do. It pays publishers to make the names and merits of their papers familiar to such men as this. There is no better way to reach them than through an advertisement in **PRINTERS' INK**.

**Quarter, half and whole pages in "Printers' Ink" are at the rate of \$100 a page a time. Smaller advertisements are at the rate of 50 cents a line, or 25 cents if classified and undisplayed.**

FROM JOHN CUTLER, Newton, Mass.



## CRITICISED FROM THE HUB.

BOSTON, Mass., April 13, 1897.

*Editor of PRINTERS' INK:*

If the Pabst ads of the past, relating to "The History of Brewing Begins in Egypt," and "The Development of Brewing Belongs to Germany," were no more accurate in their illustrations than those now appearing with "Perfection in Brewing is Reached in America," the value of that much-vaunted series is much lessened, from an artistic point of view. For example, the April ads show the tea being cast overboard, at the Boston Tea Party in *whole chests*, unbroken, when a few minutes devoted to the history of the episode would have shown Mr. Binner that the chests were broken with the hatchets carried by the Indians, and, indeed, the tea would hardly have been destroyed otherwise. Also in the May ad, the signal lanterns of Paul Revere are shown being held up, one above the other, by a *man standing on the ledge of a church steeple*, resembling the steeple of Christ (or North) Church about as little as possible! Fifty cents expended in a photograph of the church, and five minutes in looking up the history would have greatly improved the artistic expression of this conception, also. Mr. Binner should beware, lest he arm the yeoman at Bunker Hill with repeating rifles. Yours very truly,

MARCH G. BENNETT.

## HE HAS A RIGHT TO DO SO.

Office of the

"IOWA STATE ADVERTISER."

FAY BROTHERS, Publishers.

CLINTON, Iowa, April 2, 1897.

*Editor of PRINTERS' INK:*

An advertiser who is covering several of the Northwestern States has inserted in his contracts, "Circulation — copies, each issue guaranteed." Now he proposes to enforce this guarantee, and when the bills come in will send each paper a blank, similar to those you have for a statement for the directory, in which he will insist that the publisher give a detailed statement of each issue, or at least satisfy him that the contract has been fully complied with before payment is made. If the actual circulation runs much below the guarantee, then he intends to cut the price pro rata with what he was promised. We can imagine there will be a big howl from a number of the newspaper men who have guaranteed two or three times what they really have, but we think that the advertiser is doing perfectly right, and if the same thing was followed by other advertisers, the paper with a legitimate circulation would more likely get its honest dues than when it has to compete with the circulation liars.

Respectfully,

FAY BROS.

IN CHICAGO.

CHICAGO, April 9, 1897.

*Editor of PRINTERS' INK:*

This ad appeared in the *Sunday Tribune*: "If business is bad, consult lawyer understanding assignments; confidential." "Tuesday is shoe day," an advertiser euphoniously puts it. When a crowd gathers down town, it is not long before some one seizes the opportunity to distribute cards or booklets among the people. C. E. SEVERN.

## GOOD ADVICE.

Do not put in your advertisement anything that you would not yourself believe if you saw it elsewhere.

## HIS ONLY OBJECTION.

Office of

"THE LAWYER AND CREDIT MAN AND FINANCIAL TRADE PRESS REVIEW,"

Published Monthly by

THE WINSBOROUGH-IRVINE CO.,  
178 Fulton Street.

NEW YORK, April 7, 1897.

*Editor of PRINTERS' INK:*

As superintendent of the advertising in the *Lawyer and Credit Man*, I am more interested in PRINTERS' INK than in any other publication that comes to my desk, and although my work is essentially different from that of advertising managers generally, I gain each week a new idea or two that I can use. The only objection I have to your publication is the one that my wife makes each Wednesday evening when I neglect her plans in order to read the Little Schoolmaster. Yours very truly,

THE WINSBOROUGH-IRVINE CO.

B. A. BULLOCK, Advertising Manager.

## HE IS SORRY.

Office of the

"PHILLIPS PHONOGRAPH."

J. W. BRACKETT, Publisher.

PHILLIPS, Me., April 9, 1897.

*Ed. American Newspaper Directory:*

I regret very much your decision to discontinue the guarantee of circulation of newspapers appearing in your Directory. When referring to the circulation of the *Phonograph* as the largest in the county, using the American Newspaper Directory guarantee as reference, as I have frequently done, the statement has been unquestioned. The guarantee has been a clincher in the matter of newspaper circulations, and I am very sorry that you contemplate discontinuing it. Yours very truly,

J. W. BRACKETT.

## THE DAILY NEWSPAPER.

The more experienced and most successful advertisers have come to look upon the daily newspapers as the most reliable means by which to make known to the public that they are in business.

## ILLUSTRATED EXPRESSION.



"FOLLOWING OUT HIS OWN IDEAS."

—St. Louis Post-Dispatch.



## AN EXHIBITION TRAIN.

Arrangements are being perfected for equipping a train of white vestibuled palace cars, which will make a tour of the Union during the spring with the exhibits of leading manufacturers of New York and Philadelphia. The train is to be known as the "Association Manufacturers' and Trade Special." It will be composed of twelve cars—one a hotel car, one a baggage car, and the other ten will be devoted to exhibition purposes. The route includes 115 cities, ranging in size from ten thousand inhabitants upward, the most westerly point being Topeka, Kan., the most northerly Stillwater, Minn., and the most southerly St. Louis. Admission to the exhibition will be free.

It is proposed to have the displays open to the general public during the afternoon and evening, the morning being devoted only to the reception of those to whom the exhibitors send special admission tickets. This will enable manufacturers to place before customers and prospective customers the samples of their wares in such a manner that they can be carefully examined, and all exhibitors who desire have the privileges of sending with their exhibits attendants to explain them. The details in other respects have been carefully looked after, and the plan seems to have many desirable features.

Those who hope, however, that this method of soliciting trade is going to displace the traveling salesman to any extent, and make his work less useful, are pretty certain to be badly mistaken. You can invite a man to visit the exhibits, but what if he does not deem it worth his while to do so? The traveling man sells far more goods to those who are at first inclined to dismiss him with slight courtesy and insist that they are "full up" than he does to those who are waiting to greet him with outstretched hand and a list of what they are in need of. The personal equation cannot be eliminated from business, as many have had occasion to learn to their loss who have tried to substitute other methods in place of the traveling solicitor.

There is every reason, however, why much good will come from this proposed novel exhibit. That it will be well worth visiting no one can doubt, and that those who patronize it will receive an adequate return for the necessary expenditure it is fair to suppose.—*Shoe and Leather Facts.*

## ABSORPTION OF IDEAS.

Be like a sponge. Absorb ideas from everybody with whom you come in contact. You can learn something from the humblest, some crude facts if not some ideas. The man who is himself the all-sufficient source of his own knowledge cannot expect to keep abreast of the progression in his line of business. He is a shrewd business man who is ever taking in but never giving out information. One of the largest carpet mills in this country was started from a tip given by an innocent solicitor for foreign carpet manufacturers. He carelessly announced a plan of his employers to start carpet mills in this country. He was soliciting business from the man, who turned out to be a future competitor. This man had a habit of giving an audience to every solicitor who called, and he always turned the conversation in such a way that he learned something of more or less value. He never let anything good get away from him. He was never too old to learn. So the successful business man is in one sense a bundle of hooks and eyes.—*Advertising Experience.*

## EVEN BOOTBLACKS "AGITATE."

The desire to regulate other men's business appears to have descended even to the bootblacks, as the following item from the *Boot and Shoe Recorder* indicates:

"Free trade in shoe shines has come under the ban of the Salt Lake City, Utah, Boot-black Association. John Baggett, formerly of Company D, Twenty-fourth Infantry, is president of the brush wielders' organization and will shortly preside at a meeting at which formal action will be taken against the retail shoe stores on account of the free shines during the summer months which the latter give. In San Francisco the practice is common, and is considered not only an inducement for trade, but a great accommodation for regular customers. Ladies, particularly, on their shopping tours take advantage of the retirement that these stands afford and have the dust removed from their shoes, while men to whom a daily shine is an expensive luxury, are not backward in using the free tickets. The bootblacks realize that they lose many a dime on account of the free-stand plan and propose to rise up against it."

## A MATTER OF NECESSITY.

"How did you happen to become such a pronounced vegetarian?" asked the oldest inhabitant.

"All my subscribers paid that way," replied the country editor.—*Yonkers Statesman, Yonkers, N. Y.*

## NAMES OF ADVERTISED ARTICLES.

The name of an advertised article should always be simple and capable of being easily remembered. Otherwise the intending purchaser, while remembering the article, will forget the name, and the sale be lost.

## Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.

WANTED—Printers to try our half-tones. 1 col. \$1; 2 cols. \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

WANTED—Cuts for hardware catalogue, second hand. Must be cheap as dirt. Send proofs to JOHN M. HOUCK, Lenox, N. C.

ADVERTISER'S ADVISER avoids risk and boosts business. Particulars free. F. H. F. ANDERSON, P. O. 47, Masonic Temple, Chicago.

WANTED—To purchase for spot cash, a paying Republican newspaper in county seat town. Address, with full particulars, "J. A. S.," 840 West William St., Decatur, Ill.

WANTED—By an experienced advertising man position with large dry goods or dept. store. Am also a first-class catalogue and mail order man. Address "D. E. P., Printers' Ink."

WE buy books, pictures, patented novelties, etc., in job lots for cash. Send sample, any kind. You can have the sample back if we do not trade. DIXIANA MEDICINE CO., Sheffield, Ala.

FREE—"Our Prints," a series of six little albumette cuts for advertising a printing office. Selling wherever seen. See what PRINTERS' INK says about them in issue of March 17. Get them before some one else in your town does. The six cuts, electros, mail free, to any one sending sixty cents in stamps for a trial yearly subscription to THE ADVERTISING WORLD. Regular subscription price of paper alone, 75 cents. Address THE ADVERTISING WORLD, Columbus, O.

**HALF-TONES FREE**—Send for our proposition to newspapers and printers. If you are using or expect to use half-tones during the next year, it will pay you to investigate this at once. Offer will soon be withdrawn. Address **THE ADVERTISING WORLD**, Columbus, Ohio. This proposition only to newspapers and printers.

**DEPARTMENT STORES**—We have prepared a little booklet, entitled "Money Makers," which we would like to send to the advertising manager of every department and dry goods store in the country. It tells about a series of small cuts we are issuing, designed especially for their advertising. It tells of a plan we have for supplying our customers with cuts of any imaginable article they may want to advertise—and at no more cost than ordinary stock electrots. Our time is at your service to answer inquiries that are written on firm's stationery. **HARPER ILLUSTRATING SYNDICATE**, Columbus, Ohio.

#### BILLPOSTING AND DISTRIBUTING.

**WE** put up signs and distribute circulars. **LUZERNE ADV. CO.**, Hazleton, Pa.

#### PRESS CLIPPINGS.

**MANHATTAN PRESS CLIPPING BUREAU**, No. 3 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

#### ADVERTISING AGENCIES.

**IF** you wish to advertise anything anywhere—at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

#### SPECIAL AGENTS.

**IF** you are thinking about having your paper represented in the Eastern advertising field consult **H. D. LA COSTE**, 38 Park Row, New York. Special Newspaper Representative.

#### STEREOTYPING MACHINERY.

**STEREOTYPE** machinery. Potter job stereotyping outfit is practical; type always cold, no heating with a brush. Send for book. **B. F. CURTIS**, 134 Leonard St., New York.

#### SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK**, 190 Water Street, New York.

**EVERYTHING** for the printer—best and cheapest. See ad No. 1 under "For Sale."

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 17rd, 10 Spruce St., New York. Special prices to cash buyers.

#### ADVERTISING NOVELTIES.

**IMPROVED**, condensed calendars; cheap, attractive advertisement. 10,000 note-heads, \$9. **V. I. AARON PTG. CO.**, 359 Dearborn St., Chicago.

**YELLOW KID**—Send for sample and price of the best yellow kid advertising novelty in existence. Every one wants one. **BOSTON TAPE MFG. CO.**, 21 Hawley St., Boston, Mass.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### PRINTERS.

**THE LOTUS PRESS**, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

**FINE** catalogues and other printing. **NEELY PTG. CO.**, Muncie, Ind. Estimates furnished.

**TROW-WHEATLEY CATALOGUE COMBINATION**. Home Life Building, New York. (Factory, 301-313 East 12th St.)

**WE** do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

#### MAILING MACHINES.

**THE Matchless Mailer**; best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

**HORTON** mailer, \$20; quickest, slickest; makes mailing a pleasure. Economy Wrapper Folder makes wrapping easy; saves half the time; \$4 and up. **AMERICAN TYPE FOUNDRY CO.** See addresses in ad No. 1 under "For Sale."

#### PATENT ATTORNEYS.

**PATENTS**, trade-marks, designs. Have you a mechanical idea that no one else has thought of? Describe it to me. We will file a claim for letters patent. Protection and monopoly are the two things that are then given you. Have you a good thing? Something that sells. A new kind of tobacco, toilet article or medical compound. Place it on the market under a trade-mark that you have the sole right to use. In the thousand and one articles manufactured new designs are constantly being made and others duplicating them. Protect your designs by register. We tell you how. Copyright your ads, your booklets. If you have said something better than it was ever put before, protect it. This must be done before it is published. Do not fear to write us fully. We are here at headquarters; want your business. Offer no inducement but honesty, sincerity and skill. No prizes. **WM. H. LOFFP**, Washington, D.C.

#### ADDRESSES AND ADDRESSING.

**300** FRESH agents' names, printed on gummed paper for 25c. **W. M. CROWELL ADV. CO.**, Dexter, Me.

**WE** will mail circulars, 8x10 or less, with our own, to fresh agents for \$2 per 1,000. Write us. No humbug. **W. M. CROWELL ADV. CO.**, Dexter, Me.

**1,000** NAMES and addresses of active general advertisers, advertising agents and advertising solicitors in mail list form ready to cut into strips for use on mailing machine. This is the selected list of a special agent of long experience. Will carry your sample copies and advertising matter to the people who are really active general advertisers, and the agents and solicitors who arrange and place their business. This list will be issued regularly and kept up to date. Its use will save many times its cost in quantity of advertising matter necessary to cover the field, cost of addressing, etc. One copy sent by mail on receipt of two dollars. Additional copies of same issue to same person, one dollar each. **ROY V. SOMERVILLE**, 41 Union Square, New York City.

#### ADVERTISING MEDIA.

**HARDWARE DEALERS' MAGAZINE**.

**40** WORDS, 5 times, 25 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,500.

**ADVERTISERS' GUIDE**, New Market, N. J. 6c. line. Circ'n 3,000. Close 3rd. Sample free.

**GRAND RAPIDS DEMOCRAT**, leading paper in Mich. outside Detroit. **LA COSTE**, New York.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**LARGEST** circulation of any daily newspaper in Williamsport, the **GAZETTE and BULLETIN**; 6,000 D., 4,000 W. **LA COSTE**, New York.

**DAYTON (Ohio) MORNING TIMES and EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods. **LA COSTE**, New York.

**THE PIQUA CALL**, "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE**, New York.

**LEADING** newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES and EVENING NEWS**, 14,000 daily. **LA COSTE**, N. Y.

**THE TIMES-UNION** reaches not only the people of Albany but reaches out to all the towns and hamlets within a radius of 100 miles of Albany, where it is read every afternoon by the thrifty people who dwell therein. It is unequalled for advertising purposes. **JOHN H. FARRELL**, editor and proprietor, Albany, N. Y.

MAIL ORDERS.

HOW to make money in the mail order business. Address T. J. CAREY & CO., Publishers, 22 City Hall Place, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

FORMULA for making chalk plates, elastic padding glue and embossing. All 25 cents. E. W. SWARTZ, Goshen, Ind.

MAKE your own cuts. Simple, easy, sure. Satisfaction guaranteed. Formula, 50 cts. E. W. SWARTZ, Goshen, Ind.

FOR SALE.

TYPE—See ad No. 1.

GOOD Campbell pony press, 20x34 inches, quadruple fountain. Address W. F. WEBER, Fond du Lac, Wis.

FOR SALE—Best paying daily and weekly in Ohio. Publish all city and county official advertising. Only Democratic papers in city of 40,000, county of 80,000. Address "M. S. M.," care Printers' Ink.

FOR SALE—Old established Republican daily and weekly newspaper and job plant in Southern New York. \$2,000 cash, balance on easy terms. Good reasons for selling. Address "PRINT," care Printers' Ink.

OSTRANDER-SEYMOUR Pony-Web Perfecting Presses sold at moderate prices on reasonable terms. Just the press for publishers whose flat beds are too slow. AMERICAN TYPEFOUNDERS' CO. See addresses in ad No. 1 below.

FOR SALE—About 5,000 pounds of brevier old style (standard eight point) and eight point condensed gothic caps; little used and practically as good as new; 30 cents per pound, in quantities to suit, from 200 pounds up. FARM IMPLEMENT NEWS CO., 5th floor, 215 Madison St., Chicago.

AD NO. 1.—We sell more type and printers' machinery and supplies than all other concerns, because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more? Buy outfits complete and save money and trouble. AMERICAN TYPEFOUNDERS' CO., Boston, 150 Congress; New York, Rose & Duane; Philadelphia, 606 Sanson; Baltimore, Frederick & Water; Buffalo, 83 Elliott; Pittsburgh, 323 Third Ave.; Cleveland, 86 Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 89 Huron; St. Louis, Fourth & Elm; Minneapolis, 34 First; Kansas City, 353 Delaware; Omaha, 1118 Howard; Denver, 1616 Blake; Portland, Second & Stark; San Francisco, 405 Sansone.

ADVERTISEMENT CONSTRUCTORS.

CLARENCE F. CHATFIELD, 210 Front St., Oswego, Otsego Co., N. Y.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

ILLIAM & SHAUGHNESSY, Advertisers, 623 & 634 Temple Court, New York. Write.

ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn mutual Bldg., Phila.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice of samples free. CLYSSSES G. MANNING, South Bend, Ind.

CALL on manager of nearest branch AM. TYPEFOUNDERS' CO., addresses as per ad No. 1 under "For Sale," and get posted on type.

MY little booklet, "How," tells what I do for the money you ought to pay me for advice. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

WOLSTAN DIXEY, writer of advertising. Any firm sending me two advertisements of their business I will criticize them free of charge. 150 Nassau St., New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

DIXEY'S PROVERBIAL PHILOSOPHY. "A little hatchet fells a great oak."—(Portuguese.) A sharp little ad steadily chop-chop-chopping into public attention brings business. WOLSTAN DIXEY, Writer of Advertising, 150 Nassau St., New York.

SEND for the biggest booklet hit of the year: "Ask Lewis about it." 50,000 of them already gone. 20,000 more are ready.

Write on your business letter-head to MR. LEWIS, Manager The Advertisers' Agency, Philadelphia and Buffalo.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

1.5 MILLIONS of business a year. Pretty big sum of money, isn't it! Made by good advertising of good goods too. Pretty good men who can do that! Pretty shrewd men! These men

Ask Lewis about it. It will pay you to ask Lewis about your advertising.

Write MR. LEWIS, Manager The Advertisers' Agency, Philadelphia and Buffalo.

MR. MILTON CAMPBELL, president of the H. K. Mulford Co., pharmaceutical chemists, said in a recent letter to us: "Your handling of our antiozin advertising has been original, practical and eminently satisfactory." Thus another firm who were careful to

Ask Lewis about it. Before investing money in advertising increased the selling force of their ads. Mr. Lewis has now full charge of all the Mulford Company's advertising.

Ask Lewis about your advertising. He is Manager of The Advertisers' Agency, Philadelphia and Buffalo.

# confidential

My relations with clients are strictly confidential. They may consult me freely and discuss all business matters of importance upon which they need help. I do not confine myself wholly to advertising. I can help on any business problem. My "CONFIDENTIAL SYMPTOM BLANK" (copyrighted) will show what I do—blank, free of course.

CHARLES AUSTIN BATES,

Vanderbilt Building, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

17 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

18 For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

19 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

20 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

21 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, APRIL 21, 1897.

THE newspaper brings together the wide-awake buyer and the wide-awake merchant.

AN advertisement doesn't need an introduction. It should go straight to the point without any equivocation.

LET your rivals pay their own advertising bills. Don't use your space to advertise them by mentioning them.

IT is of advantage to an advertiser to have some one specialty with which his name can always be connected in the public mind.

THE Salt Lake City *Daily Tribune* had an average daily circulation during 1896 of 8,177—the largest accorded to any paper in Utah. Its Sunday average was 11,796.

PRINTERS' INK is always pleased to examine unsolicited manuscripts, and to pay for those it finds available. Short editorial paragraphs and articles not exceeding 800 words, or interviews not exceeding 1,200 words, are desired. Payment is made upon acceptance, within 48 hours after receipt of manuscript; or, if unavailable, it is returned within that time.

ONE of the first things to be striven for in the appearance of an advertisement is distinctiveness. Some one particular style of type and display should be adopted and carried consistently through the whole advertisement and all of the advertisements. The ad should be arranged systematically, so that readers may find out what it is all about as quickly as possible.

ONE of the neatest looking daily papers in the country is the Reading (Pa.) *Eagle*.

EVEN the monthly magazines are catching on to and adopting the evil practices of the daily papers. The Brooklyn *Eagle* long printed at the head of its columns: "This paper has a larger circulation than any other evening paper in the United States," although the *Evening World*, with several times as large a daily output, is published only a mile away; and now comes the *Cosmopolitan Magazine*, with a circulation large enough, Heaven knows, but claiming "The largest clientele of intelligent, thoughtful readers reached by any periodical, daily, weekly or monthly, in the world."

THE Little Schoolmaster happened to be standing by the other day when an advertiser was discussing an estimate handed in by an advertising agent for a whole lot of religious papers. PRINTERS' INK understood the instructions to have been to give quotations on all the religious papers that are credited by the American Newspaper Directory with printing more than ten thousand copies. The number of papers in the pile was said to be exactly sixty. After the two had compared the papers and the price for awhile, the advertiser said: "Why, the religious papers don't look prosperous any more—do they?" And the agent responded: "Well, no, they don't. The fact is that their prices are too high now for the circulation."

ONE of the most practical and intelligent among New York publishers tells PRINTERS' INK that papers like the *Morning Journal* can be produced at an actual cost for paper and presswork of not exceeding \$40 per ton! A ton contains 12,800 copies of the paper, which, when sold to dealers at one-half a cent a copy, net the publishers \$64. Deducting \$40 from \$64, we have \$24 as the gain on 12,800 copies. As the circulation of the *Journal* is about 20 times 12,800, multiplying \$24 by 20 gives us \$480 as one day's gain. In 313 days, or one year (not including Sundays), the gain would be 313 times \$480, or \$150,240 for a year for profit on circulation. The advertising should pay editorial expenses and produce as much as \$150,000 additional profit—even more.

THE Brattleboro *Phoenix* had an actual average circulation during 1896 of 4,470. No other paper in Vermont furnished a yearly detailed statement showing so large an edition.

AN advertiser who pays more than \$20,000 a month for advertising in New York City papers, who for prudential reasons is unwilling to have his name printed here, says that such examination as he has been able to make convinces him that the average circulation of the New York *Tribune* is about 20,000 copies daily. The impression conveyed at the office of the *Tribune* is that the average daily sale is about 80,000 copies. PRINTERS' INK, from sifting all information at its command, has been prepared to believe that the *Tribune's* average daily sale is about 25,000 copies, but Mr. Hall, who is the business manager of the *Tribune*, and has better facilities for knowing than anybody except the pressman, assures PRINTERS' INK that the smallest issue of the *Tribune* in a year has exceeded 38,000 copies. Considering the character of the *Tribune's* readers this is a very great and valuable circulation—a circulation larger than that enjoyed by the *Evening Post* and nearly as large as that of the *Brooklyn Eagle*.

A REPRESENTATIVE of PRINTERS' INK, who recently interviewed Mr. Artemas Ward, the advertising manager of Sapolio, reports Mr. Ward as saying that if he saw the advertisement of the Royal Baking Powder in the Chicago daily *News* or in the *Ladies' Home Journal*, he would not on that account assume that these publications had allowed the Baking Powder Company the agent's commission. It is an interesting fact that the advertisements of the Royal Baking Powder Co. have not appeared in the Chicago daily *News* or in the *Ladies' Home Journal* for years, and the reason why is simply that these two publications refuse to allow an agent's commission to anybody who is not an advertising agent, and the Royal Baking Powder people will not place their advertisements in any paper that will not allow them the agent's commission. These two publications are, it is believed, the only ones in America that will not grant a large advertiser the agent's commission when he insists upon it. This is interesting if true

THERE is only one way of judging advertising, and that is by the results it brings—not results in attention or inquiries or answers—but in cash.

MR. F. G. BRYSON, an intelligent and observant journalist and secretary of the New York Newspaper Union, 134 Leonard street, remarked to a friend that last Saturday evening, as he was seeing a passenger on board a train in the Grand Central depot at 11 o'clock, his attention was attracted to the large number of newspapers which were being sent off on the same train—the packages addressed to news agents in various towns. Investigation proved that these packages contained New York Sunday newspapers, and he was puzzled to know how newspapers printed Sunday morning could be delivered at 11 o'clock Saturday night. President Beals, of the N. Y. N. U., explained this by saying that the Sunday papers were so large certain forms were made up, printed and shipped on Saturday. The remaining forms, containing latest news, were printed and sent out the next morning. Upon receipt of the latter the news companies made up and delivered to their customers a complete paper.

THERE are eight daily newspapers in Montreal—four of them published in the French language. Three show their actual average issue during 1896 to have been as follows:

La Presse.....	52,730
Witness.....	14,491
Gazette.....	7,394

The *Herald* is so much opposed to furnishing any information concerning the number of copies printed that the editor of the Directory has thought best to rate it "X," which means "in doubt," but in the editor's mind the *Herald* does not issue any very great edition. *La Minerve* was rated as exceeding 2,250 in 1895, *La Patrie* as exceeding 4,000 and *Le Monde* exceeding 7,500. The *Star* seems to prefer letting the 1895 figures (accorded 41,543 in 1895) stand to giving any later information. *La Presse* has undoubtedly the largest daily circulation in Canada. It is the organ of the French-speaking Canadians, and many of those who emigrate to the United States continue to read *La Presse*. There are several New England manufacturing towns in which *La Presse* has from one to two hundred subscribers.

A REPRESENTATIVE of PRINTERS' INK is in Boston investigating the news-stand circulation of the daily papers published there. During his first day's work he visited fourteen stands and learned that the sales were as follows:

MORNING PAPERS.	
Post.....	768
Globe.....	607
Herald.....	432
Journal.....	99
Advertiser.....	86
EVENING PAPERS.	
Traveler.....	607
Globe.....	474
Record.....	232
Herald.....	202
Journal.....	106
Transcript.....	79

The investigation will be extended to one hundred stands, and the particulars learned will be given place in these pages at a later date. From the progress already made it becomes evident that advertisers may expect some surprises when the final report appears. Enough is already revealed to partly explain the earnest opposition by the handsome and talented Mr. O'Meara, manager of the Boston *Journal*, to allowing the editor of the American Newspaper Directory the conference he asked at the convention of the American Newspaper Publishers' Association at the Hoffman House, New York, in February last.

### ASSUME A VIRTUE IF YOU HAVE IT NOT.—*Shakespeare.*

Quantity in circulation without quality may be of very little account, but quality without quantity is of no account at all.—*Printers' Ink.*

The publisher who relies upon the quality of his paper, exhibiting that and keeping secret the quantity, comes pretty near imitating those people of another sort who conduct a business sometimes described as a confidence game.—*Printers' Ink.*

Commenting on the assertion of a newspaper directory editor that many religious journals make deceptive statements about their circulation, the *Waterbury American* says: "Our experience with some of the editors of newspaper directories is such as to make us think that they are not good judges of truth. If the religious editors misrepresent in their reports to the newspaper directories more than the newspaper directories misrepresent the secular journals which make no report, then they are liars, indeed."—*New York Tribune*, April 12, 1897.

The editor of the American Newspaper Directory says that, as a rule, the most misrepresentation about circulation emanates from the offices of newspapers that claim to be possessed of the very highest standard of value.

THE writing of advertising matter is usually the weakest link in what would otherwise be a strong advertising chain.

FIVE of the six daily newspapers published in Toronto furnish yearly statements showing actual average circulation during 1896 as follows:

Evening News.....	34,282
Globe.....	28,650
Mail and Empire.....	23,108
Evening Telegram.....	21,930
World.....	21,275

The remaining daily—*Evening Star*—reported an edition of 8,500 for 1895. The weekly *Globe* printed an average edition during 1896 of 23,702 and the weekly *Mail and Empire*, 24,256.

### SECOND-HAND LETTERS.

#### THEIR COMMERCIAL VALUE.

UNION STATION,  
PITTSBURG, Pa., April 7, 1897.

Editor of PRINTERS' INK:

I dislike very much to ask for any of your time for a mere favor, but I don't know to whom else to go who may be as capable of giving me a reliable answer as yourself.

I have an opportunity of purchasing the letters written by several thousand tradesmen in answer to advertisements. They are of recent date, representing some ten or a dozen trades and professions and number possibly 3,000 to each trade.

I would like to know whether the names would have any commercial value if nicely printed in convenient form. Would it likely pay me to purchase and go to the expense of printing and advertising them? Can show the original letter for each name. Be so kind as to answer as soon as possible, so I can get them before any one else.

Respy,

T. S. MCCLINTOCK.

Names of people who have answered advertisements are of some commercial value, this value being determined by the demand and the facilities that exist for supplying it. There are quite a number of people in the United States who make a living in dealing in such names. The names would have no commercial value "if neatly printed in convenient form." What the purchasers want is not the names, but the use of the letters themselves. Mr. Stanley Day, the advertising agent of New Market, N. J., is an authority on the value of such letters, and on application will probably indicate to Mr. McClintock whether the lists he has in mind are of value. The value decreases, of course, the older they get, until eventually all they are good for is that they make excellent material with which to start a fire.

TWO SINNERS HAVE REPENTED.

MONEY UNACCOUNTED FOR.

KALAMAZOO, Mich., April 9, 1897.  
Editor of PRINTERS' INK:

We notice your comment on our letter of March 23 relative to the publishing of claimed circulation. We also notice your editorial comment relative to the same on page 34 of your issue of April 7.

Since writing you the letter of March 23 the *Evening News* of this city has taken down from its editorial column the statement: "The *News* has the largest net paid bona fide circulation of any paper in this city or Southwestern Michigan." They simply publish at the head of their editorial column the statement: "Circulation books open to all." Yours very truly,

"THE TELEGRAPH,"  
FRANK A. NASON, Business Manager.

PRINTERS' INK is glad to take notice that the Brooklyn *Eagle* has also cast out the false statement, "This paper has a circulation larger than any other evening paper in the United States," that has stood at the head of its column for many years, and has substituted for it a statement which is just as good and probably true: "Its circulation is larger than that of any other paper of its class in the United States." It is ever so much better to tell the truth, and the influence on advertisers is infinitely better.

The New York *Daily News* continues to publish at the head of its column: "Circulation the largest of any daily paper in the United States," although Colonel Brown, the publisher of the *News*, knows that its circulation is not as large as that of the *Morning World*, or the *Evening World*, or the *Morning Journal*, or the *Evening Journal*, or the Boston *Globe*, or the Philadelphia *Record*, or the Chicago *News*, or the Chicago *Record*, and it is probable the business manager of the *News* could mention still more papers that print more copies daily than he does, and yet he keeps that circulation lie standing at the head of his first page, in the largest possible type, and the impression prevails that he would not dare to take it down, because the paper would look so queer without it. The only wonder is how the statement ever got there in the first place, for it never was true—has not been true at any time between today and the beginning of the world.

It is said that in battle during heavy cannonading, when a shout cannot be heard, a sharp little whistle will catch quick attention. It is often so with a sharp little ad pitched in an original key.

A PHILADELPHIA GENTLEMAN'S SERIOUS LOSS.

PHILADELPHIA, Pa., April 12, 1897.

Editor of PRINTERS' INK:

On the strength of an ad of Mr. Emanuel Katz' Advertising Agency, New York City, which appeared in one of your January issues of PRINTERS' INK, I addressed a letter inclosing 10 cents in postage stamps, on the 5th inst., to Mr. Emanuel Katz, Temple Court, New York City, for some copies of the calendar entitled, "Art Critics," but so far have received no response. Another one of the clerks here wrote in January last for the same thing, inclosing postage stamps, but received no reply, and the fact that no notice seems to have been taken of the letter the writer sent on the date above named, seems to indicate that something is wrong somewhere, and as the ad appeared in your very valuable periodical, I write you to acquaint you with the facts, and see whether you can throw any light on the matter and give us any explanation of why our requests and letters have not been attended to. Hoping to hear from you by early mail, I beg to remain, very truly yours,

GEO. B. JOHNSON,  
1914 Cherry street, Philadelphia, Pa.

Our correspondent, Mr. Johnson, is in error. Mr. Katz never advertised his calendar for sale in PRINTERS' INK but PRINTERS' INK gave it a notice which it well deserved, for truly that calendar was a work of art. Mr. Katz says that that notice in PRINTERS' INK brought him more than six hundred applications for the calendar, and the number that he had for distribution was small. He consequently could not answer all demands, but every letter which contained more than a single stamp was returned to the writer with the information that the calendars had been distributed. Mr. Katz has kept all the letters, and as he looks at them from time to time they enlarge his appreciation of PRINTERS' INK as an advertising medium. After reading Mr. Johnson's letter, Mr. Katz went through the pile again, and he regrets to state that no letter from Mr. Johnson is in his collection. Perhaps that is no harm, because if the letter could be found, Mr. Katz has no calendar for Mr. Johnson at present. Mr. Katz is known to be a liberal minded man, and it is probable that if Mr. Johnson still insists, Mr. Katz will not refuse to return him the ten cents, which, after all, seems to be what Mr. Johnson has most on his mind.—[Ed. P. I.]

THE philosopher's stone—advertising.



## KENNEDY'S GREAT WANT.

MARLIN, Texas, April 3, 1897.

Editor of PRINTERS' INK:

I want a good work on advertising—practical advertising—not theoretical, and I want the best. Will you kindly suggest the work I want? Yours very truly,

J. M. KENNEDY.

There are two books which Mr. Kennedy might do well to secure and familiarize himself with. One is "Good Advertising," published by Charles Austin Bates, well known to readers of PRINTERS' INK; the other is "Fowler's Publicity," issued by N. C. Fowler, Jr., a gentleman well known to Mr. Fowler. PRINTERS' INK communicated with Messrs. Bates and Fowler, asking each to tell why it would pay any one to buy "Good Advertising" or "Fowler's Publicity," and in reply the gentlemen responded as follows:

In reply to your question as to why any body should buy my book, "Good Advertising," would say that I believe it is the most practical book that has been published on the subject. It is practical because four-fifths of it is made up of definite questions that have been asked me by practical business men and my answers to these questions.

It is not a theoretical book in any sense of the word. I think there is no question that can come to the retail advertiser that is not covered in this book. It may not appear to be under the proper heading, and the man who expects to make the best use of my book will have to read it all. The clothing man can't find all the information he wants under the heading of "Advertising a Clothing Store." He will probably get just as much information from reading the chapters on jewelry or dentistry or cigars. Yours very truly,

CHARLES AUSTIN BATES.

132 Nassau street.

You ask me why it will pay any one to buy "Fowler's Publicity."

"Fowler's Publicity" contains 1,024 large pages and 1,600 illustrations of forms of advertising.

It is the only book on advertising and printing written by one who has no connection whatever with any agency or printing establishment.

Besides what I write, the book contains articles by 265 of the world's successes, men who have made money and who have advertised. These men altogether represent a combined capital and investment estimated at six thousand millions of dollars, with an annual business of three thousand millions of dollars. Among these men are the successes of nearly every civilized nation. These men for the first time tell how they made advertising pay. I consider the individual and composite advice and suggestions of these men, irrespective of what I write, as practically invaluable to every man who does business for a living. Sincerely yours,

N. C. FOWLER, JR., Tribune Building.

Mr. Bates' book costs \$5, and may be had now. Mr. Fowler's book will cost \$15, and will be out by the time this meets Mr. Kennedy's eye.

## DAILY PAPERS VS. WEEKLY PAPERS.

The Little Schoolmaster happened to be standing by the other day when an advertiser was discussing an estimate handed in by an advertising agent for a whole lot of religious papers. PRINTERS' INK understood the instructions to have been to give quotations on all the religious papers that are credited by the American Newspaper Directory with printing more than ten thousand copies. The number of papers in the pile was said to be exactly sixty. After the two had compared the papers and the price for awhile, the advertiser said: "Why, the religious papers don't look prosperous any more—do they?" And the agent responded: "Well, no, they don't. The fact is that their prices are too high now for the circulation."—*Editorial from Printers' Ink, April 21, 1897.*

## ILLUSTRATION.

The best religious paper in Philadelphia is the *Sunday School Times*. Its circulation during 1896 averaged 151,625 copies each issue, and to insert a 100-line advertisement in it one time costs \$80.

The best daily paper in Philadelphia is the *Record*. Its circulation during 1896 averaged 170,402 copies each issue, and to insert a 100-line advertisement in it one time costs \$25.

In old days, days that have gone by probably never to return, the weekly paper was the favorite advertising medium. It was thought that one copy of a weekly paper was worth for an advertiser's use twice as much as a copy of a daily paper. That may have been true once. It probably is not true now, and if it is, the argument is still in favor of the daily paper, for the average weekly charges from three to five times as much as the average daily for each thousand circulation. In the cases quoted above, a thousand circulation costs more than three times as much in the *Sunday School Times* as it does in the *Philadelphia Record*. The daily paper is the paper of to-day. The advertiser who puts his advertisement in the daily paper to-day knows to-morrow something about what its result is to be, and if it is satisfactory he can repeat his order. If he orders it in the weekly paper this week, it will be next week before it has appeared, and by that time the chances are he has lost interest in it. If he orders his advertisement in a monthly magazine in May, it appears in July or August when he has forgotten pretty much all about it. Advertisers should consider this matter: The daily paper is the paper for an advertiser to use who is living his life to-day.



## ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

The following advertisement was printed in the Indianapolis *Sunday Sentinel*, of Feb. 28:

### "Wise Men and Women"

seldom neglect opportunities for saving like this

#### BLANKET SALE.

Our profits for the season are made. The Blankets that are on hand are so much unprofitable stock until next season. No reason for our carrying them. Cost price is as good to us as the Blankets.

#### BUT FOR YOU

Prices are now fully one-third less—they are quoted, one and all, at the exact cost to us—the price the mill makes by the dozen pairs.

75c Gray Cotton Blanket, 10-4 size, a pair.....	49c
\$3.50 Gray all-wool Blanket, 10-4 size, a pair.....	\$2.25
\$4 Gray or White, 11-4 size, all-wool, a pair.....	\$2.98
\$5 White, with fancy borders, 11-4, all-wool, extra heavy, a pair.....	\$3.75
\$6.50 Natural Gray, all Wool, 72x84 inches, a pair.....	\$4.80
\$12 extra heavy Minneapolis Blankets (a few pairs), slightly soiled, at.....	\$7.00

L. S. AYRES & CO.,

AGENTS FOR BUTTERICK PATTERNS.

On Monday evening, March 1, the Indianapolis *News* contained the following advertisement:

### Extra! Blankets.

Fortunately for us we have no carried-over Blankets on hand, but we have just concluded a deal whereby we get a lot of new, fresh Blankets at from one-third to one-half of the regular price. You're next—beginning to-morrow morning.

20 pairs of half-Wool 11-4 Fine White Blankets, regular value \$3.25, sale price \$1.98 a pair.

15 pairs all-Wool 11-4 Scarlet Blankets, regular value \$3.50, sale price \$2.19 a pair.

10 pairs of all pure Wool 11-4 White Peru Woolen Mill Blankets, standard \$4 Blankets, sale price \$2.25 a pair.

15 pairs all-Wool Fine White Blankets, regular \$5 value, sale price \$3.39 a pair.

BASEMENT.

PETTIS DRY GOODS CO.

I like the head-line to the Pettis Dry Goods Co.'s ad better than the other. It goes right to the point. It catches the eye of the customer who is willing to be interested in blankets. It plunks the word "blankets" in big type right at the reader. If the customer is not

interested in blankets it notifies her that she need not waste time to read further—that's business.

On the other hand, I do not like the "come back" feature in the Pettis ad. I don't like "slams" at a competitor, even if they are a little blind.

So far as cuts are concerned I believe that the first cutter usually gets the bulk of the benefit. People have a feeling that the firm that cuts second wouldn't have cut at all if it hadn't been forced to.

In these advertisements a great deal—almost everything—depends upon the prices. If the Pettis Co. has put its knife in deeper than Ayres & Co., they may sell more blankets in spite of the fact that Ayres & Co. had the start of them.

In the Ayres & Co. ad these sentences seem a little blind to me:

"Cost price is as good to us as the blankets. But for you prices are now fully one-third less—they are quoted, one and all, at the exact cost to us—the price the mill makes by the dozen pairs."

I must admit that this is a little obscure. It would have been plainer had it said: "Cost price is as good to us as the blankets. We are selling them, one and all, at the exact cost to us—the price the mill makes by the dozen pairs."

To sum up, Ayres & Co. have a shade the best of it, inasmuch as they cut first, and possibly got customers coming before Pettis & Co. started in. On the other hand, the head-line to the Pettis & Co. ad is the better one, and the ad would be better if it was not for the little implied "slam." Finally, if both ads draw the prices, the qualities and the truthfulness of statements made will settle the question—the women-bargain hunters will decide on those points.

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THE "KAL" DEPOT,  
49 Emma Place.  
PLYMOUTH, Jan. 25, 1897.

We have, for some time past, been taking PRINTERS' INK, and would be obliged if you will give us a few lines in your Department of Criticism.

(1) We insert our half-inch and inch ad in

a large number of weekly and monthly magazines and papers. We should like to know for so small ads which of the half-inch and which of the one-inch you consider the best "eye-catchers" and most likely to bring results.

(2) We are not believers in poetry for advertising, but one of our customers has sent us some which we have just had printed. We would like to know if you consider it likely to do good or harm (if circulated) to a business like ours having rather good-class customers. Is not poetry more suitable for advertising goods bought by all classes? A few specimens of the printing we use we send you by book post in open envelope. Yours respectfully,

McCALLUM & Co.

The trouble with the small ads sent is that they are not attractive. McCallum & Co. should use better cuts. The design used is evidently a trademark, but it shows a young woman looking very unsightly in the garments which the ad calls "Kals," which is detrimental. As for the ads themselves, they are not particularly meritorious, but they are up to the average British standard. I would recommend an illustration, showing a very pretty picture of a young woman in the knickers. This can be done, as the advertising in American dry goods and woman's papers of the same garments show. The ads contain all the necessary information, but the wording and setting render them very commonplace. As the idea seems to be mainly to induce the reader to send for a price list, and if it is impossible to use more space, the best way would be to have a good illustration, a few words giving name of garments, one advantage, and the address. A series of ads would thus bring up a different point each time. The ads sent are set exactly like other ads in the same part of the paper, and are lost from their lack of individuality and repellant from their unattractiveness.

The printed matter sent is peculiarly English in character, and not at all attractive in style. The largest one is filled with testimonials, and is illustrated with two half-tone views of the scenery within four miles' walk of the bloomer factory, but with no pictures of the garments except the above-mentioned execrable trademark. Neither are the price lists illustrated, which is a serious defect. From the American point of view all this matter is very much out of date and behind the times, but it is up to the average of English advertising matter, and I have no doubt it has sold goods.

As to the use of poetry in advertising, the safest plan seems to be not to

use it when in doubt. This is especially true when the poetry is bad, as is that inclosed. When a happy and striking point can be made in verse or a clever parody, it is sometimes admissible, but I would not advise Messrs. McCallum & Co. to greatly circulate the following:

"Kal" Knickers our notice no more should  
escape—  
Of all Knickerbockers most perfect in shape;  
Unequaled for wear and most moderate in  
price  
They prove for all ladies of charming device.  
For walking, for cycling, unique ease they  
lend;  
For warmth and for comfort all others tran-  
scend;  
They supersede petticoats, prove trim and  
neat—  
Are freely admitted in all ways complete,  
New Knickers for ladies, as "Kals" now are  
known,  
For beauty and finish unequaled are shown;  
One feature in them should from no belle es-  
cape,  
And this is their exquisite neatness of shape.  
For the cut is the principal matter in these—  
You need warmth and comfort with freedom  
and ease;  
These few points in famous "Kal" Knick-  
ers are met,  
The makers—McCallum—you should not for-  
get.

#### JANE (TO NELL):

What's the reason you never get weary, dear  
Nell,  
And walk with such grace and so wondrous-  
ly well?  
You cover the ground in a very quick pace,  
And would beat me, I know, if we tried a  
short race.

#### NELL (TO JANE):

I know by the way, Jane, you shamble  
along,  
You wear heavy petticoats—that's very  
wrong;  
If in splendid "Kal" Knickers attired you be,  
You'd look far more graceful, be nimble and  
free.

#### JANE (AFTER BUYING A PAIR OF "KALS"):

In my jolly "Kal" Knickers I now am  
equipped,  
And by petticoat braid loose no longer am  
tripped;  
They are warm, light and easy, in shape  
perfect quite,  
And prove at all seasons a wondrous delight.  
(Copyright.) K. D.

"Kal" Knickers are sold only by McCallum & Co., 49 Emma Place, Stonehouse, Plymouth. Price list and full particulars post free.

Messrs. McCallum & Co. have gone to the expense and trouble of copy-righting this poetical effusion. That, of course, is done to keep people from stealing it. I think it was an unnecessary precaution. I cannot imagine any circumstances under which a sane man would be tempted to steal this kind of advertising. I have jumped

up and down on it so often that I am getting corns. The more jingling ads I see, the less I want to see. It is getting to a point where I am willing to condemn, without reading, any advertisement that jingles. I can only remember one jingle advertisement that struck me as good—and, as the Irishman says, I have forgotten that. I only remember that it was one of the DeLong Hook and Eye "See That Hump?" ads.

Messrs. McCallum & Co. also send me a couple of prose ads that are a large improvement over their poetical effort. Even the prose ads might be improved. I don't think they tell enough about "Kal's Knickers."

I should think there were enough good things to be said about these "Knickers" to justify the use of more than one inch of space.

Messrs. McCallum & Co. will be wise to stick to plain, business-like prose in their advertising. Leave poetry to the poets.

\* \*

#### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

*For a Furniture Store.*

#### Table Talk.

We have too many tables; we overestimated the demand for antique oak extension dining tables, with pillared legs, at \$4 each. All the people who want them at \$4 seem to have gotten them. We want to see how many want these same tables at \$2.98. You must come soon. There are not so many as there were.

*For Dry Goods.*

#### A Study in White Goods.

Our special sale of Linens has proven such a marked success that we have decided to further interest housekeepers by offering special values in all kinds of White Goods. These goods are new—just purchased for this sale. The offerings comprise Bed Spreads, Sheets, Pillow Cases, Check and Stripe Nainsooks and Dimities, Lace and Leno Stripes, Corded Picques, etc. You may study to understand how we can sell at such prices, but will find it a hard problem to solve. The Linen Sale will continue during the remainder of February, and a few of the items are quoted below. It will pay you to grasp this opportunity while it is within your reach.

*For a Grocer.*

#### The Art of Living,

and living well, is in judicious market-ing. Where you buy is of as much importance as what you buy and what you pay for it, when it comes to food. You want to know the surroundings of the things you are going to eat. Notice the cleanliness of our store. Everything is fresh and appetizing and attractive.

The prices are always right.

*For a Grocer.*

#### Thank You, Very Well Indeed.

So many solicitous patrons—friends have asked, "Are you doing well in your new store?" that we are induced to head our ad with the above reply, so that "he who runs may read."

After all, why shouldn't this new venture be successful?

Fashioned by the hand that founded our business nine years ago, held in check by the reins that guide us, and patterned closely on the lines of this, its parent house, no other result was possible. Call it luck if you will, as some have done; the fact remains it is enterprise. Our mission, however, is not to dilate on the good qualities of our off-spring, but rather to point out to people the wisdom of patronizing our establishment.

*For a Clothing Store.*

#### Moulting Time.

When you begin to throw off your overcoat you notice how badly you need a new suit. That is inevitable. The best clothing won't wear forever. The new spring suit you must have will cost you less and wear you more the way we sell it than any other way. Your money back if you are not satisfied.

*For a Hatter.*

#### Need New Hat?

Few men don't.

If carefulness in buying is needed anywhere it's in hat buying.

Perhaps the shape you've seen on anybody else, and admired, wouldn't look so well on you as some other shape. We have the "other" shape—we've every wantable new shape. Come here and try on all the correct hats, and you're sure to find the one best suited to you, and find that it will cost less here than anywhere else, too.

*For a Shoe Store.*

#### Early Spring Shoes.

Considering the price—the quality of the leathers—the workmanship—the fit and the style of Foot Forms you'll find them the cheapest boots in America. Always \$3.

We're first in the field with spring shoes. We can fit you just as well now in high and low Chocolate Foot Forms as in the height of the season.

## SUPPLEMENTARY ADVERTISING.

Many advertisers seem to think that their whole duty is done when they have inserted their ads in the list of papers chosen, and have sent to inquirers a book or catalogue, good, bad or dreadful, as the case may be.

On the desk before me as I write is a pile of catalogues which I have received since the first of last January. Some of them I have asked for, but most of them have come to an old address of mine without any effort on my part, and have reached me with one cent due on them.

The various catalogues and booklets in the pile contain the complete sum of the information I have had from the senders of them. Not one of them all has thought it worth while to write me and ask if I have supplied myself with the article they have for sale or to suggest that they have any interest in my welfare in any way. In my particular case this does not entail any loss on any one because I would not buy from any of them, but it is not good business to neglect any one thought worthy to have a catalogue sent him.

Unless a man has a monopoly of the article he advertises the chances are good that every one who writes for his catalogue has also written to his competitors. I have known one girl to write for every seed catalogue that was advertised, and in the end send an order to the man who is most notorious for the exaggeration of his statements.

I have at times sent for a good many seed catalogues, and I have always bought seeds from those whose statements were most carefully made. When I lived in the country I, like other farmers, asked for a good many catalogues of things advertised, because I was looking for the man who could sell me what I needed for the least money. I have a vivid recollection of the first time I saw the catalogue of a great mail-order house doing business here. It was gotten up in an attractive shape and the illustrations were carefully made, while the descriptions were complete. They not only told of high-class goods but of cheaper ones at a lower price. There was an air of truthfulness about the whole work that convinced me that I could do well with this house, and a trial order resulted in many sales from my neighborhood.

This firm advertised in the papers, and followed it up with supplementary advertising that convinced me that they were the people for me to do business with. Nor did the first transaction end the matter, for in the years that followed I got a good many pleasant letters from them and frequent reminders in the way of special bargain offers daintily printed. I suspect now that the nice letters were machine made from date to signature, but I did not know it then, and they answered every purpose.

There is a grocery firm here where I buy a good many of the supplies for the house. If from any cause some representative of my family does not buy a bill of goods there for a few weeks, a polite note comes to the house and is usually followed by an order. When any member of my family goes to that big grocery to buy goods, things are made pleasant, and the one who goes is treated as if the firm was really glad to have our patronage. I know that all this solicitude is from a desire of the groceryman to make money and not at all because he is anxious to save money for me, but at the same time it is pleasant to know that when I go there a polite young man will remember my name and does not need to be told my address, and I go there largely because of this.

A good many times a large part of the re-

sults of an ad depends on the supplementary work done after the ad has finished its work of bringing the seller and buyer together. Unless this after work is attended to in a proper manner no ad will bring the best results.

It is not the whole of advertising to place a well written ad in a list of newspapers. I sometimes think that is the smaller half of the business. MILLER PURVIS.

## A PROCESS OF REDUCTION.

Nearly all the reducing of illustrations done in this country is accomplished by means of photography. There is a mechanical process, however, used by some German lithographers, which does quite as well, and which might be used much more than it is were it better known. The illustration to be reduced is printed in transfer ink on a stretched rubber sheet, and then the sheet is allowed to shrink to its natural size, when a transfer is made to the lithographic stone. The theory is very simple, but in practice considerable skill is required to stretch the rubber sheet equally in all directions, for if there is any inaccurate stretching a distortion of the picture is sure to result.—*Printer and Bookmaker.*

## AN OVERSIGHT.

"These hotels don't seem to have any enterprise," remarked the woman who goes shopping a great deal.

"What makes you think so?"

"They don't take advantage of the example set them by the dry goods stores. I'm sure that a hotel charging four dollars a day could get lots of women to favor it when the family goes away for the summer if they'd mark the price down to \$3.99."—*Wash. Star.*

## THE USE OF PICTURES.

A picture itself is display. An advertisement, well illustrated and well written, is at



least twice as good as the same advertisement with the picture left out. Maybe it wouldn't be exaggeration to say it is ten times as good.

This advertisement of ours is proof of what we are saying. The picture here shown attracted your eye. We believe it will get the attention of every individual reader of PRINTERS' INK who opens the Little Schoolmaster at this place.

This is a picture (much reduced in size) which we designed for a medical advertisement addressed to women.

Medical advertisers tell us our work in their line is the best they can get—best as to words, best as to pictures. We are making many medical advertisements, and want to make more. Reputable medical concerns are invited to write us for samples and prices.

It is a pleasure to us to get letters from progressive people—business men who want their advertising to have force and character and snap. Reputable concerns should feel at perfect liberty to write for samples at any time. Moses & Helm (C. Dan Helm, Bert M. Moses), 111 Nassau Street, New York.



"I'm a Browning-King boy.  
Whose boy are you?"

This attractive picture, taken from a recent catalogue of Browning, King & Co., of New York, appears to indicate that the firm can please the children as readily as the older folks. At any rate, the youngster makes an excellent advertisement, for the smile on his pleasant face is calculated to make every one look at it more than once.

#### SIR EDWIN ARNOLD AND BOVRIL.

Some months ago we spoke of Sir Edwin Arnold as having sold some verses to be used in advertising Bovril and patent medicines. The facts of the case are these. A well-known advertising agent came to Sir Edwin and offered to purchase the manuscript of a poem at a liberal price, asking permission to make any use of it that he might see fit. Sir Edwin demurred to this last stipulation, but finally consented, in consideration of the payment of an additional sum of money. The agent then got the poet to sign an agreement in writing which embodied this permission. Later, when the verses appeared in Bovril advertisements, and when the fact had been very severely criticised by the press, Sir Edwin began to bluster and to talk about the "outrage" to which he had been subjected.

Finally, he even put the matter into the hands of his lawyers, who were at once met by the written agreement authorizing the agent to make any use of the poem that he pleased.—*The Bookman*.

#### WORTH REPETITION.

Men who band themselves together to regulate other people's business, and to find fault, generally injure themselves, upset good order, interfere with the best interests of the community and show their own folly and malice. The way to get along in this world is through efficiency, industry, forethought and economy, attending strictly to one's own business, laying by each day or each week a little addition to the store of knowledge and honest savings, and acting in all good-will, fraternity and honor toward others.—*National Printer-Journalist*.

## NOTES.

MR. GEO. KIRKEGAARD, 28 State street, New York, is organizing an American manufacturers' and exporters' excursion to Scandinavia.

PRINTERS' INK is said to be the best authority in existence on American newspapers. It circulates among advertisers in all parts of the world.—*East Oregonian, Pendleton, Oregon.*

ROY V. SOMERVILLE has compiled a select list of general advertisers for the use of publishers. He offers this list in mail list form ready to cut into strips for the mailing machine.—*Newspaper Maker.*

THE Grady bill, forbidding the use of the national flag for advertising or political purposes, was passed by the Senate this afternoon without further debate.—*New York Evening Journal, April 13.*

*Woman's World* and *Jenness Miller Monthly*, New York, for April, contains an article by O. Herzberg, on "A Business for Women," in which the writer argues that the frailer sex is well calculated to shine in the advertising field.

A PECULIARITY of a "woman's edition" recently published by the *Daily Republic-Times*, of Springfield, Ohio, was that no woman had anything to do with it. It was, however, devoted entirely to feminine interests, containing complete lists of local organizations, etc.

FOLLOWING the good example set by merchants in Worcester, Mass., and Middletown, Conn., the business men of Rockville, Conn., are falling into line in the movement to boycott programme advertising, signing an agreement not to patronize hereafter any society programme.—*Newspaperdom.*

ONE of our enterprising butchers displayed the sign, "Come in and See Our Ground Hog," for several days, and a number went in to see the animal. You can judge their chagrin when the accommodating clerk pointed them to some freshly-made pork sausage.—*Cambridge (Neb.) Kaleidoscope.*

MR. G. H. E. HAWKINS, Syracuse, N. Y., advertising manager of Stearns Bicycles, has issued a book called "Bicycle Advertising," the object of which is to aid the retail dealer in bicycles to advertise. It contains a number of excellent ready-made cycle advertisements and a lot of good advice. It is probably sent free to bicycle dealers.

A RATHER pretty and taking advertisement on the elevated road is this, accompanied by a picture in colors of four little girls jumping the rope:

"All clean and sweet  
We jump the rope;  
We've all been washed  
With Babeskin Soap."

THE American Newspaper Directory, published by Geo. P. Rowell & Co., New York, deserves the hearty commendation of advertisers and those newspaper publishers who tell the truth about their circulation. The policy pursued by this Directory is one which gets at the truth absolutely if the publisher is willing to tell it. If the publisher declines, then an estimate is made by the publishers of the Directory, which in nine cases out of ten is correct. The *Courier* states this fact knowingly from the circulations given to Ottumwa and other Iowa papers.—*The Ottumwa Courier, April 12, 1897.*

In one of Edward Gibbon's newly published letters occurs the following beatitude: "Blessings on the man (his name is now

buried in oblivion) who first invented the loud trumpet of advertisements!" And surely (adds the *Philadelphia Record*) if the man who first invented sleep deserves the blessings of his kind, not less worthy of their blessings is he who first devised a way to rouse the slumbering and awaken human energies to their highest possibilities! The trumpet of publicity is never so useful as in the spring time, and now is the time to use the winds as wings to bear its ringing notes afar.

MR. FRANK HOWARD COLLIER, who was one of the independent candidates for mayor of Chicago, furnishes an example of how to be happy though defeated. "The campaign," he tells a reporter, "cost me \$35.65, and I polled 87 votes. That's a showing any man ought to be proud of. I had my name printed in full on 1,000,000 ballots and had it talked over by 2,000,000 people. The newspapers printed my picture and gave me a lot of free advertising. I'm the gainer all around by having been a candidate." The matter is of additional interest as showing the disinterested motives that affect the politician without a party.—*New York Evening Sun.*

PRIZE newspaper exhibitions are the latest feature. The Northwest Missouri Press Association held a prize competition not long since on the typography and editorial management of the newspapers in that region. The *Maryville Tribune* won first prize on typographical excellence. Jensen Old Style is used for its large and small heads, Quentell for the sub-heads. Considerable ingenuity and artistic skill are used in the arrangement of its first head. The *Democrat-Lever*, of Plattsburg, won the second prize. For best specimens of job printing, the first award was given to the *Tarkio Avalanche* and the *Maryville Tribune* jointly, and the second award to the *Albany Advocate*. The *Trenton Tribune* was adjudged the ablest edited sheet, and the *Hopkins Journal* the best local paper.—*Inland Printer.*

INFORMATION taken from the printed report of the Postmaster-General of the United States for 1896 shows pounds second-class matter mailed during the year ending June 30, 1896:

	Pounds.
Houston, Texas.....	507,177
Galveston, Texas.....	384,615
Houston more than Galveston.....	122,562
The Post alone mailed during the time stated.....	502,319
All other Houston papers.....	4,858
Houston more than Galveston.....	122,562
The Post alone mailed.....	502,319
All Galveston papers.....	384,615
The Post over combined papers of Galveston.....	117,704

## THE SCAPEGOAT.

Editor—You wish a position as proof-reader?

Applicant—Yes, sir.

"Do you understand the requirements of that responsible position?"

"Perfectly, sir. Whenever you make any mistakes in the paper, just blame 'em on me, and I'll never say a word."—*N. Y. Weekly.*

You cannot blame a cattle dealer for using stock cuts in his ads.

## ADVERTISING BREAD.

AN ILLINOIS BAKER RELATES HIS  
OPINIONS AND EXPERIENCES.

J. E. Fisher, manager of the retail department of Mason Bros.' branch of the American Biscuit Company, at Aurora, Ill., has solved a difficult business problem.

Prior to the era of trade stagnation the sales in Mr. Fisher's department of this big bakery had been in excess of \$35,000 a year, with little advertising, in a city of 22,000 inhabitants. When hard times caused people to

would result in instantly turning away their trade.

"Our daily bread baking averages 1,800 loaves, but it is always more in summer than in winter. Last fall the decrease was greater than usual, and I determined to try to improve business. I had a recipe for a new loaf and made a few batches as an experiment. By the time we had the new bread perfected we had a sale for about twenty loaves a day. Then I inserted a four-inch display ad in two newspapers. After three insertions the sale jumped to 200 a day, and I supplemented the advertisements, which I change frequently, with reading notices like these:

"Give me a loaf of Mamma's bread," said a little girl. She meant "Manna," but it's all the same—it's just like mamma's bread. Ask for it of your grocer or at Mason's bakery.

The best price to pay for bread is the price of the best bread. Our Manna, Quaker or Homestead is what everybody asks for. 1½-lb. loaf for 5 cents. Mason Bros.

Golden Rod cake. Those who have tried it say it's good, so will you after one trial. Made fresh every day at Mason's bakery.

"We have now followed this advertising plan for four months, using four of the five daily papers published in Aurora, and the daily batch of Manna bread is more than 500 loaves. The best part of it is that we have not cut down the sale of our other breads, and our nightly baking this winter has averaged ahead of every recent year.

"During the holidays I dropped the staff of life from my ads and pushed our big line of fine candies to the front. We could cut no retail prices, for we also sell these goods at wholesale and must protect the trade, but we sold two tons of candy in from one to three-pound boxes, and our December business was \$150 greater than any in the forty years since our firm was founded. I think advertising did it.

"The relative value of quantity to quality? Well, I have given that considerable thought, and I believe that I get as great returns from the *Daily Beacon* or the *Express* as I do from the *Evening News*, although the *News* is conceded a circulation equal to the other two combined. I find that their rates are virtually the same, notwithstanding the difference in circulation.

"I think reading notices more profitable than display advertising, and I am certain that position counts. I am partial to the *Express* and *Beacon* because they run readers among personal mention, while the *News* is autocratic and makes extra charge for a business

## An Honest Loaf..

Is the Noblest  
Work of the  
Bread-Baker.

We have put good flour, thought and labor in our new loaf of bread. Out of that thought and good material has come a loaf of bread that for sweetness and good eating qualities is unexcelled. We have named it

# "MANNA"

Each loaf weighs 1½ pounds.  
Beware of imitations. □ None  
genuine without red label.

## MASON BROTHERS.

bake their own bread, and to go without cake, Mr. Fisher subscribed to *PRINTERS' INK* and *Brains*, and took up the study of profitable publicity.

"You see," said Mr. Fisher, "I was very peculiarly placed, for my advertising had to be of the most conservative character that it should give no offense to the sixty or more city grocers who patronize our wholesale department. In fact, I was obliged to become a general rather than a retail advertiser. I could not cut a price, for to offer a bargain which could not be duplicated by each of the sixty grocers

announcement next to the startling information that 'John Jones went to Chicago this morning.'

"Do I do any advertising outside the newspapers? Very little. Our confectionery ads appear in an occasional programme, but I do not regard such expenditure as very profitable.

"About three years ago we introduced our Quaker Bread by delivering a sample loaf at every house in town. That was an expensive method, and we did not get for the Quaker so steady a sale as for our new Manna bread.

"Last year we spent less than one per cent of our sales in advertising. This year we shall nearly double that amount, and I think that the results will warrant our continuing in all the reliable mediums."

H. B. HOWARD.

#### NATURALNESS IN ADVERTISING.

One of the greatest difficulties experienced by advertisement writers is the art of being natural. Of course, to be natural is really not an art at all. It is, in fact, the absence of art, but how few advertising men are really natural in their writing! Many people who are sensible, moderate and convincing in their every-day language are stilted, topheavy and ridiculous in their written words, especially at such times as they try to be more effective than usual.

Instead of using the plain, ordinary Anglo-Saxon words that mark their speech, they make such an absurd attempt to be dignified that the whole thing falls flat, or else they rush into the opposite extreme of bombast.

Very few of us probably have any difficulty in being natural in our ordinary conversation. Such as are salesmen can probably tell a straightforward, honest and convincing story about the merchandise they have for sale. Why is it, then, that when these same people come to write an ad they are so weak and ineffective?

Simply because they are striving for effect—because they are not natural.

We know of a certain merchant who is really a first-class salesman, as well as a very intelligent man. The ordinary business letters which he dictates to his stenographer are models for business literature. When he talks to you on a business or any other subject his intellectual force and persuasive powers are very noticeable. One would actually think that if such a man wrote an

advertisement it would be a splendid one. But the absurd striving for effect and "dignity" he indulges in leaves his ads as cold and lifeless as a corpse.

Why is this so?

Because he is not natural in his language when he writes his ads.

Naturalness, then, is absolutely necessary for an advertisement writer if he would make a success.

A good experience for an advertiser is to stand by one of the best salesmen in the store and listen to what passes between him and the customer. He will probably find that the salesman is not a great talker. Sales are often hindered by too much talk, and a wise salesman knows when to hold his tongue. And he will also find that the salesman does not indulge in jaw-breaking, bombastic words and that stilted, toplofty and ambiguous expressions are not in favor, but that plain, simple words, carrying with them the convincing power of honest earnestness, characterize that man's work.

An advertisement is, or should be, merely the expression in printer's ink of what any good salesman would say about the thing advertised. This is why an advertiser can learn so much from a good salesman. It is also the reason why a salesman when he comes to write an ad should write as he talks—that is if he is a good salesman.—*Dry Goods Economist.*

#### AMERICAN PERIODICALS IN EUROPE.

Quite a large business is done by the Lyman D. Morse Advertising Agency, 38 Park Row, New York, in subscriptions for American publications to be sent to European subscribers. Through the London branch of the agency between two and three thousand subscriptions are received annually. The matter of postage enters largely into the cost of publications sent over the water, the expense of postage on the New York *Sunday Sun*, for instance, exceeding the subscription price of the paper. *Life*, *Puck* and *Judge* are read in all the European countries, and the officers of the English army stationed in the Mediterranean possessions of Great Britain have a penchant for the New York comic weeklies.—*Newspaper dom.*

#### ONLY AN ECONOMIC EVOLUTION.

The wholesale denunciation of trusts is the denunciation of an economic evolution which is conferring enormous benefits upon the community in general. This has undoubtedly been attended by minor evils, which, with careful study and due deliberation, can be remedied, but it is not good policy to burn down all our houses to get rid of an occasional wasp's nest in the peak. Let capital treat labor fairly, and then appeals to prejudice will fall on unwilling ears. Only what is fair and reasonable will bring permanent prosperity to either labor or capital.—*Francis B. Thurber, in North American Review.*



## THE RISE OF THE ADWRITER.

The ability to write an ad is practically universal. Any individual who can compose a business letter, who is at all versed in the line in which he is employed, is able to write something which passes in the composing room as an ad. But the person who can write an ad which shall be distinctive in its wording, that shall have directness, truth, strength and individuality, is not found in every place of business, nor indeed in every line of business. The man who can build ponderous, intricate or delicate machinery, who plans and estimates, studies and accomplishes wonders in the productions to which his mind and thought has been given, generally fails completely when he comes to take his pen and plan an attractive ad—something that shall attract the public to his invention or production. The scholar who writes an interesting novel, who can command the interest and close attention of the reader from cover to cover, fails when it comes to enumerating the advantages of a particular brand of soap. Chemists who have, after long years of experiment and study, succeeded in producing a medicine which will build up the wasted physical nature, are powerless to explain its merit with a pen. Men who can talk on the merits of their particular line of goods, who can take a customer and demonstrate beyond a possibility of question that their goods are superior and cheaper by far than any other similar goods, fail to touch the public by the composition of their printed announcements. The desire to acquire riches quickly is undoubtedly the occasion of the rise of the adwriter. He took in the situation. He saw that the man who manufactured the article gave so much of his thought to the manufacture that he had nothing left to give to the advertising. He prepares himself by a study of the merits of the goods; he examines the claims made by the rival concern, and like an attorney looking for technicalities, he looks for the points which may be sprung on the public to advance the sale of the particular line which he is writing up. Having secured that, he makes the great public acquainted not only with its merits, but also with the defect of the opposition.—*Inland Printer*.

## COPIED THE NAME FROM HIS GRIP.

Mr. Smith, an English traveler, arrived one evening at a hotel in Austria. On the way he had picked up a smart German and hired him as a servant. In Austria every one staying at a hotel is obliged to register his name and occupation in a book, which is kept for police examination, so Mr. Smith told his servant, Fritz, to bring this book for him to write his name.

"I have already registered milor," said Fritz, "as an English gentleman of independent means."

"But I've never told you my name, so how do you know what it is?"

"I copied it from milor's portmanteau," answered Fritz.

"Why, it isn't on my portmanteau," cried Mr. Smith; "bring the book and let me see what you have put down."

The book was brought, and Mr. Smith, to his amusement, discovered that his clever servant had described him as:

"Monsieur Warranted Solid Leather!"—*The Buyer*.

If your ads are like angels' visits they are apt to be accorded the same doubtful reception.

## POSTAL FACTS.

From the records of the Post-Office Department in Washington it is ascertained that the first postal service ever established on the North American continent was a private affair controlled by Andrew Hamilton, whose place of residence is not given. The system extended from Savannah, Ga., on the south, to Falmouth, Me., on the north, and the distribution of mail was accomplished at very irregular intervals by means of stage coaches and mounted riders.

Under the Federal constitution Samuel Osgood was the first officer put in charge of the mails by the Government, and he is therefore entitled to the unique distinction of being the first United States postmaster. It was not until forty years after the adoption of the Federal constitution that the Post-Office Department was elevated to the dignity of a cabinet portfolio. In 1829 William T. Barry, of Kentucky, took his seat in the cabinet as the first Postmaster-General.

Until 1845 the old colonial methods of carrying the mail by stage coach, and at rates controlled exclusively by distance, prevailed. In that year, however, the modern era of postal progress began. In 1847 the Government began to issue stamps for the first time, while in 1853 stamped envelopes made their appearance in the various postal establishments throughout the country. In 1855 registered letters were transmitted through the mails for the first time, and in 1863 the free delivery system was inaugurated in the larger cities. In 1864 the money order department sprang into existence, and in 1865 the railway mail service was put in operation. It was not until 1873 that postal cards made their appearance, and not until 1877 that the international postal union, which to-day embraces nearly every country on the globe, was fully perfected.

In the growth of our American postal system the development of this vast country, reaching from the Lakes to the Gulf and from ocean to ocean, is distinctly reflected. There is no other system on the globe which embraces such a vast sweep of territory or comprises so many individual post-offices as the American postal system.—*Exchange*.

## THE NEW JOURNALISM.

Pal—I don't see how you escaped detection; it was the most daring burglary that you ever committed.

Pard—Yes, but you see one of these new journals published my picture for the benefit of the detectives, and of course some one else was arrested.—*Boston Journal*.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## MISSOURI.

COVERS the field—St. Joseph Herald—8,000 d. 8,000 s., 9,000 w. LA CÔTE, New York.

## NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

**BINGHAMTON LEADER**, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. **THE S. C. BECKWITH SPECIAL AGENCY**, Sole Agts. Foreign Advertising, New York and Chicago.

### OHIO.

**DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS**, 14,000 daily, 4,500 weekly. **LA COSTE**, New York.

### TEXAS.

**GALVESTON TRIBUNE**.

**GALVESTON TRIBUNE**, a money winner.

**GALVESTON TRIBUNE**, the most influential.

**GALVESTON TRIBUNE**, prosperous and powerful. Leads the afternoon procession.

**GALVESTON TRIBUNE** makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

**GALVESTON TRIBUNE**, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

**GALVESTON TRIBUNE**, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ouseley, Editor. S. C. Beckwith Special Agency, sole agents.

### WASHINGTON.

**THE "P.-I."**

**SEATTLE POST-INTELLIGENCER**. Largest circulation in the State.

### CANADA.

**\$6.00** A line yearly. 30 best papers in Prov. Quebec. **E. DESBARATS**, Ad Agency, Montreal.

### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**GUARANTEED CIRCULATIONS**.—The circulation of the following papers is guaranteed by the publishers of the **AMERICAN NEWSPAPER DIRECTORY** for 1896, who will pay a **REWARD OF \$100** in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

**ILLINOIS.**  
**EIGHT-HOUR HERALD**, Chicago, 17,370.

**MAINE.**  
**O. C. ADVERTISER**, Norway, Maine (local), 2,340.

### 'FISHERS OF MEN'

The shrewd advertiser who drops his line into the Jackson, Tenn.,

**..WHIG..**

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash. The **WHIG** is the key to the situation.

**L. J. BROOKS**, Prop'r, Jackson, Tenn.

**H. D. LA COSTE**,

**EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.**

### Colored Comic Supplement.

Newspaper Publishers are requested to send for free sample copies of our

### Ready-Printed Twelve-Page Comic Weekly Supplement.

Illustrations and matter copyrighted. Strictly up to date and used regularly by leading Eastern Newspapers. Sold under usual syndicate conditions.

Address all letters to

**TRUTH,**

19th Street and Fourth Avenue,  
NEW YORK CITY.

### ...THE... MORNING NEWS

Is the only morning paper in Delaware.

Published in Wilmington.

72,000  
POPULATION.

Does it need any better recommendation?

**THE NEWS PUBLISHING CO.**  
WILMINGTON, DEL.

## Pennsylvania People

are good buyers if you reach them in a home medium. The

## Williamsport Gazette and Bulletin

reaches 6,000 of them every day, 4,000 weekly.

H. D. LA COSTE,  
38 Park Row, New York.

The Advertisers' Agency, Phila. and Buffalo.

## Day in and Day out

Our presses can be depended upon to do your work more rapidly, more efficiently than any other machines.

Try the

"NEW MODEL" or  
the "MULTIPRESS"  
for your newspaper;  
the "CENTURY"  
for your job room.

## Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York  
334 Dearborn Street, Chicago

## It's Hard to Tell

*which is the more important—  
quality or quantity of circula-  
tion. If you advertise in the*

## Helena (Montana) Independent

*you need not worry about either.  
It has both. As to quantity it  
has a sworn circulation of 6,400  
daily, 6,800 Sunday, 3,500  
Weekly.*

H. D. LA COSTE,  
38 Park Row, New York.

The Advertisers' Agency, Phila. & Buffalo

## CLEAN BRIGHT ORIGINAL INDEPENDENT

THAT'S THE

## TIMES-UNION

OF ALBANY, N. Y.

It's the leading paper of  
the Capital City, with a cir-  
culation greater than that of  
all the other dailies combined

Unequaled as an  
Advertising Medium

JOHN H. FARRELL,  
Editor and Proprietor.

Make . . .  
Advertising  
Pay . . . .



THE  
**Evening  
Journal**

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896  
to no less than

**15,035 Families**

in the wealthy suburban popula-  
tion of Hudson County.

The MEDIUM that reaches  
15,035 families must pay  
advertisers.

...THE ...  
**ARGUS**

DAILY,  
SUNDAY,  
SEMI-WEEKLY,

Has doubled its  
circulation in six months, and  
we are still at it.

If you have a friend in Al-  
bany, write to him and ask  
him to tell you which is the  
best newspaper published in  
his city and then a sample copy  
will tell you a great deal.

Free on application.

THE ARGUS CO.,  
Albany, N. Y.

# Watch The Local Man.

He's the individual who  
knows which paper pays him  
best—which medium brings  
him the best results.

## OUT IN WASHINGTON

### The Local Merchants

Pay three times more for their  
space in the POST-INTELLIGEN-  
CER, and use double the space  
in it, than they do in any other  
paper.

The POST-INTELLIGENCER  
gives its advertisers double the  
circulation of any other paper  
in the State of Washington.

### Seattle Post - Intelligencer.

A. FRANK RICHARDSON,  
Eastern Representative.

S. P. WESTON,  
In Charge of Advertising.

JAMES D. HOGE, JR.,  
Manager.



OLLIE. Yes, she is very pretty and always was—but she used to have a red nose. What has become of that?

ALICE. She takes a Ripans Tabule after dinner every day. She told me so about a year ago. She had then just heard of them. The color at the tip of her nose went away about three months afterward and has never returned any more.

# WANTED AN EDUCATION FOR BOYS and GIRLS.

Schools, Academies, Colleges and Universities can reach intelligent people of means in the Great Southwest by advertising their advantages in \* \* \* \* \*

## The St. Louis Star

The Leading High-Class Newspaper of this section. \* \* \* \* \*

Your PROSPECTUS

when published in its columns

will bring PROSPERITY.

For Rates, Ask "EIKER,"

148 Tribune Building,

New York City.

# The People

are buying the

# Toledo Commercial

published every morning, Daily and Sunday, because they get all the news fresh and because they know it is the most complete and reliable that is to be had.

**YOU WANT** THE BEST PAPER IN  
TOLEDO. WE HAVE IT.

**YOU BUY** ADVERTISING SPACE IN  
THE "COMMERCIAL" AND  
----- GET WHAT YOU CONTRACT FOR.

We are not selfish, but willing to take you into the family to enjoy a share of the good things to be had at the home circle. The cost is small. We shall be pleased to tell you how much.

THE TOLEDO COMMERCIAL CO.

W. E. SCOTT, Eastern Representative,  
American Tract Society Building, New York.

1855

Oldest Daily Paper in Illinois  
Without Change of Name.

1897

## THE PEORIA TRANSCRIPT

enjoys the distinction of having been conducted as a daily paper without change of name longer than any other in the State. It claims a clientage equaled by no other paper in Central Illinois—its field. That clientage is the solid, substantial kind—the kind that takes and pays for the paper year after year. A few Peoria citizens have not missed a week in our forty-one years. Hundreds have taken it for a quarter of a century; a very large proportion of the remainder have taken it in lengths of time corresponding with their residence in this territory.

The fact that it is the best advertising medium in its field needs no argument. A fact is a fact.

Mr. Valentine Jobst, a very successful contractor of Peoria, says: "I claim the distinction of being the oldest advertiser in the good old TRANSCRIPT. My first advertisement appeared about March 1, 1859, and has appeared in every issue since. The advertisement is still running. The paper has always been a regular daily visitor at my home, and I regard it as one of the 'standbys.'"

Such is the Record of the Peoria Transcript.

**RATES FIRM,  
BUT NOT  
HIGH.**

**The PEORIA EVENING TIMES**  
(Every day but Sunday), a penny  
paper with the largest evening city  
circulation. **We publish it.**

**...THE...  
TRANSCRIPT  
CO., Peoria, Ill.**



## THE DETROIT FREE PRESS

has ever been, since it was started in 1831, what it is now, the dominant paper in the rich and prosperous country in which it circulates. For two generations it has been a paper of the highest character. Progressive and enterprising, it has exercised its great power in such a manner as to receive the respect and admiration of its readers. It is a paper that is at once powerful and popular, one that is read by all classes. These characteristics, together with large circulation, make its various editions advertising media of the highest productive value.

For advertising rates and sample copies, address the home office, or

R. A. CRAIG,

41 Times Building, New York City.



**READABLE,  
RELIABLE AND  
RESPECTABLE.**



**CIRCULATES AMONG  
THE PEOPLE  
WHO HAVE MONEY  
TO SPEND.**

**The  
ELMIRA  
TELEGRAM**  
  
**is  
read  
each week  
by**

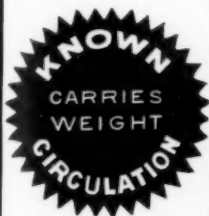
**INFLUENTIAL,  
ENERGETIC AND  
ENTERTAINING.**



**A SIXTEEN-PAGE  
ILLUSTRATED  
FAMILY PAPER OF  
STANDING.**

**Nearly 500,000 People**

**PLUCKY,  
PROGRESSIVE AND  
POPULAR.**



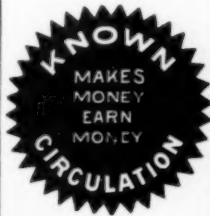
**IT COVERS  
NEW YORK STATE  
AND PENNSYLVANIA  
THOROUGHLY.**

**Best  
Advertising  
Medium  
in  
New York  
State.**

**A. FRANK  
RICHARDSON,**

**TRIBUNE BUILDING,  
NEW YORK.  
CHAMBER of COMM'CE,  
CHICAGO.  
RED LION COURT,  
FLEET ST., LONDON.**

**ESTABLISHED  
EIGHTEEN YEARS  
AGO.**



**IT ALSO CIRCULATES  
LARGELY IN OHIO,  
NEW JERSEY AND  
ADJOINING STATES.**

# My News Ink

## ON HALF-TONES.

---

OFFICE OF PHILLIPS PHONOGRAPH,

PHILLIPS, Me., April 9, 1897.

*Printers Ink Jonson, New York:*

DEAR SIR—I inclose a special illustrated Maine fishing and hunting edition of the *Phonograph*, just issued, which I would call your attention to, as the work was done with Printers Ink Jonson's ink, and on common newspaper sheets. Yours very truly,

J. W. BRACKETT.

---

Mr. J. W. Brackett, proprietor of the *Phonograph*, Phillips, Me., sent me the above letter, with a copy of the special edition. I must say that when I saw the work done with my 4-cent news ink I was more than amazed. I would not have thought of claiming so much for it. The half-tones were simply grand, and the general appearance of the paper looked as if it was done with fine cut ink.

Any publisher who fears about the quality of my ink not being up to the standard should send 5 cents in stamps to Mr. Brackett for a copy of the special edition.

My job inks are the finest in the land, and are sold at 25 cents a  $\frac{1}{4}$ -pound can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a can.

Send for my price list. Address

**PRINTERS INK JONSON,**

**8 Spruce Street, New York.**

# CHANGE OF RATES.

The rates for advertising in the

## Vickery & Hill List

at present are \$6.00 a line, with discounts of 5, 10 and 15 per cent for 3, 6 and 12 months. On April 1st the rate is \$6.00 a line, with no discounts for time or space except for half or whole pages. Send in your order now for a year to get the old rate, or, if you are an old advertiser, have your contract extended for one year. Ask quick.

THE VICKERY & HILL CO., AUGUSTA, ME.

C. E. ELLIS, Advertising Manager,  
401-402-403-404 Temple Court Building,  
New York City.

## THE American Woman

JOHN F. HILL Co., of Augusta, Me., publish the "AMERICAN WOMAN," a handsome 28-page monthly, with a guaranteed circulation of **250,000** copies each issue. Advertising rates, \$1.00 a line, display or reading, measured agate. Special rates on quarter, half or whole pages. The April issue has a very liberal number of representative advertisers.

C. E. ELLIS, Advertising Manager,  
401-402-403-404 Temple Court Building,  
New York City.

# The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, MARCH 4, 1897.

THREE CENTS.

## PRINTERS' INK



says :

"The Boston Transcript, Brooklyn Eagle, New York Evening Post, Philadelphia Telegraph, Washington Star, Chicago Post, **Milwaukee Wisconsin** and San Francisco Bulletin are evening papers of high character, and go into homes and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted there. The foregoing small list constitutes a very choice group of papers. If there is any other evening paper anywhere that has a better right to be named than one of these, *Printers' Ink* would be glad to be furnished with its name and to consider the reasons set up by its publishers for a place among the eight."

## *If You Want Some Of The Money*

That is spent every year by the  
great masses in and about Chi-  
cago, you should advertise in

# **The Chicago Dispatch**

By JOSEPH R. DUNLOP.

It reaches the masses. It has a daily

CIRCULATION OF  
OVER **115,000** COPIES,

which means that it is read by at least

## **460,000 People Every Day**

Don't you think that circulation  
will pay you?

---

**EASTERN OFFICE:**

517 Temple Court,  
NEW YORK.

**HOME OFFICE:**

115-117 Fifth Avenue,  
CHICAGO.



# The Kansas City Times

with its guaranteed circulation of nearly **24,000** copies every day, offers to advertisers the best medium for results of any Western paper.

Proof of its paying qualities were recently demonstrated by the Bee Hive Dry Goods Company, of Kansas City, whose manager says:

KANSAS CITY, Mo., Feb. 13, 1897.

MR. FRANK P. FUOSS, Business Manager  
of THE KANSAS CITY TIMES:

DEAR SIR—The effect of our advertisement in THE TIMES to-day was magnetic. So much so that an extra corps of salesmen were so busy during the day that they were unable to fully attend to the wants of our establishment. However, we were able to sell, I think, the largest amount of shoes that have ever been sold in Kansas City in a single day. The bargains which were offered through the columns of THE TIMES were eye-openers. I am fully conscious that advertising pays.

Very respectfully,

LEE J. SCHIFF, Mgr. Bee Hive.

The advertising rates of THE TIMES are as low as any paper in the country on a circulation basis.

Send for copy and rates to THE KANSAS CITY TIMES, Kansas City, Mo., or







Pounds—  
not Prestige!



...THE ...  
**Houston Post**  
*Pays the Postage.*

Information taken from the printed report of the Postmaster-General of the United States for 1896 shows pounds second-class matter mailed during the year ending June 30th, 1896 :

Houston, Texas, . . . . 507,177 pounds  
Galveston, Texas, . . . 384,615 "

Houston more than Galveston, . . 122,562 "

The POST alone mailed during the time stated 502,319 pounds

All other Houston papers, . . 4,858 "

507,177 "

The POST alone mailed . 502,319 pounds

All Galveston papers, . . 384,615 "

The POST over combined  
papers of Galveston, . 117,704 pounds

The above figures show conclusively why the Post has always been willing and anxious to give the public a detailed statement of circulation while its competitors rely upon prestige. No going behind the returns.

For any other or further evidence or information  
call or address THE POST, Houston, Texas.



# Always Welcome

in the homes of the  
buying classes of Virginia is

**THE  
RICHMOND  
STATE**

Largest  
Afternoon  
Circulation  
in  
Virginia.



A popular afternoon paper because it's clean and newsy—and profitable to *you* because of its popularity.

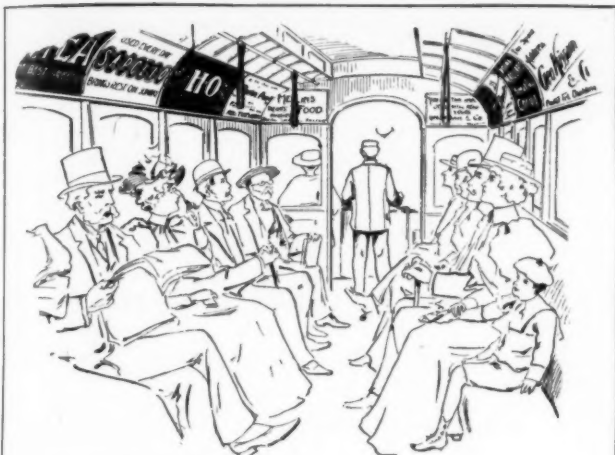


**H. D. LA COSTE,**

38 Park Row,

New York City.

Written and designed by the Advertisers' Agency, Philadelphia and Buffalo.



## PEOPLE WHO BUY

### *RIDE IN THE STREET CARS.*

If you can tell them in thirty words, and a good picture, what you have to sell, they will buy from you.

If you can't, you can get a good man to do it. \*

If only your goods are good. If you have goods to sell that people need.

The Street Cars will sell them for you.

The cost is small as compared with other methods of advertising. The results are great.

Write us for particulars.

**GEO. KISSAM & CO.**

253 Broadway,

NEW YORK.

The best advertising medium is THE DAILY PAPER. The best advertisement is the one that tells what you want to say in the fewest and plainest words. So word your advertisement that it will be understood. So display it that it will catch the eye. Insert it in the best daily paper—mind you—THE BEST. If the advertisement is as good as it should be and the display is as good as it can be, one insertion ought to do the business. To do more business prepare a new advertisement. For further advice, address

*The Geo. P. Rowell Advertising Co.*

*10 Spruce Street, New York.*